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From the Podium to the Press: Coverage of Kamala Harris’s 2024 Convention Address

<https://doi.org/10.1515/for-2025-2003>

Abstract: Kamala Harris’s nomination at the 2024 Democratic National Convention was both unusual and historic. Not only was she the first woman of color to be nominated for the presidency by a major party, but she also emerged as the party’s choice without having competed in any nominating contests, an outcome made possible by Joe Biden’s withdrawal from the candidacy. National nominating conventions are important opportunities for parties and candidates to draw media attention, and this coverage shapes the political impact of conventions. This was especially important in 2024, given the shortened nature of the Harris campaign. Using a sample of newspapers and TV news programs, we find that the media overemphasized controversial issues such as the war in Gaza and immigration while underemphasizing other substantive policy areas such as the economy. In addition, the coverage tended to amplify attention to so-called “women’s issues” and downplay Harris’s patriotic appeals. These findings highlight the divergence between what the candidate emphasized and what the media reported, with important implications for public perception of the campaign and Harris’s policy priorities.

Keywords: news media; presidential nominations; Kamala Harris; presidential elections

1 Introduction

Kamala Harris’s acceptance speech at the 2024 Democratic National Convention was unique in many ways. Harris faced the same dilemma that many sitting vice presidents do, seeking to establish herself as a candidate in her own right. Adding to the inherent challenges of this circumstance was her unusual path to the nomination, emerging as the party choice in mid-July after the incumbent president announced that he would not seek reelection. Harris’s truncated campaign meant that the convention speech was all the more important an opportunity to introduce herself to

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an electorate that had not come to know her through a primary campaign, and to define the issues that would be important to the candidate and party.

After Harris's election loss to her Republican opponent, Donald Trump, commentators clamored to offer explanations. Despite major obstacles for an unpopular incumbent administration – and indeed unpopular incumbents across the globe – perhaps there were campaign decisions that could have improved the vice president's chances of victory. These criticisms included the possibility that the electorate had not been able to “get to know” Harris well enough, that her positions on key issues were unclear, and that her campaign was insufficiently attentive to the divisions within Democratic ranks over the administration's position on the Israel-Gaza war (Beinart 2024).

Scholars identify media coverage of national party conventions as a crucial mechanism driving the benefit that candidates derive from conventions (Holbrook 1996). In this study, we elaborate on this insight by looking at media coverage in the week following Kamala Harris's acceptance speech at the DNC. Our analysis assesses whether media coverage accurately reflects the content of the acceptance speech, gauging the amount of text devoted to different topics in the speech and in subsequent print and broadcast reports about the speech.

2 Analyzing Media Coverage of Conventions and Speeches

Scholarship on national party conventions emphasizes how these events have changed, transforming from a true role in contesting and deciding the presidential nomination to largely scripted media events. Media coverage drives what political scientists have long identified as the “convention bump,” a boost in the polls following national party conventions (Campbell, Cherry, and Wink 1992; Cera and Weinschenk 2012; Hillygus and Simon 2003). Summarizing research from the television era, Costas Panagopolous observes, “Parties dominate the flow of information during conventions, exert notable control over the message disseminated through media outlets, and generally attract favorable coverage during the convention period.” (Panagopoulos 2007) The presidential candidate's acceptance address would seem especially central to this process of shaping a party message and setting the media agenda for the news cycle following the convention.

Our analysis rests on the idea that media coverage of political events during an election campaign can have several profound and important effects. Scholars have long recognized the media's agenda-setting role, where the issues emphasized by the media become the issues perceived as most important by the public (Iyengar and

Kinder 2010). This role can shape the focus of public discourse around an election and lead to certain issues being prioritized over others. The media also serves a priming function and can influence the criteria voters use to evaluate candidates based on the issues most prominently covered. Beyond agenda setting and priming, the framing of political events can influence the perceptions of candidates and their policies. These effects demonstrate the media's pivotal role in election campaigns, acting not only as a conduit of information but as an active participant in shaping electoral dynamics and perhaps even outcomes.

Conventions serve several purposes. They present the presidential candidate as an individual and as the standard-bearer for a political party. In 2024, these dual purposes were especially pronounced. The demands of the convention speech were for Harris to present herself as a candidate – to let the electorate “get to know her” – while also presenting her policy agenda. In the past, news media have actually exaggerated the attention on policy issues. In a comprehensive study of newspaper coverage after presidential nomination acceptance speeches, an analysis by Benoit, Stein and Hansen (2004) yields a surprising finding: at least for Democratic candidates, news coverage “discussed policy more and character less than did the speeches themselves.” (86) But in 2024, we might have reason to expect that more emphasis would be placed on personal and other factors.

Furthermore, convention speeches also offer a chance to contrast with opponents. Studies of convention speeches trace efforts to increase the candidate's own identification with the electorate, while making the other candidate sound unappealing or out of touch (Vigil 2015). Because this was such an important opportunity for Harris – a relatively new candidate at the time of the convention – to introduce herself and her plans to the electorate, these two objectives needed to be carefully balanced. In an analysis of newspaper coverage of 12 convention addresses, Benoit, Stein and Hansen (2004) find an inconsistent pattern: sometimes news coverage reported more on “attacks” and sometimes not, with some differences across reporting about speeches by Republicans and Democrats.

With these multiple functions in mind – policy, candidate presentation, and drawing contrasts with the opposing candidate – we look first to how the speech itself and the subsequent coverage focused on policy issues versus candidate traits. How much of Harris's speech was devoted to talking about herself, her opponent, and her policy priorities? Were these choices reflected in the print and broadcast coverage of the speech? (Campbell, Cherry, and Wink 1992; Cappelletti 2024; Cera and Weinschenk 2012; DeYoung et al. 2024; Hillygus and Simon 2003; Lerer and Green 2024; Page 2024; Rubin et al. 2024; Tankersley and Duerhen 2024; The Wall Street Journal Editorial 2024; Zulli 2019)

Gender matters as well. Coverage of women running for high-level political office sometimes reflects preoccupation with “appearance, lifestyle, and family”

(Wasburn and Wasburn 2011) or gendered traits and expectations (Zulli 2019). Building on this phenomenon, we ask whether the Harris's personal biography constituted a greater percentage of the news coverage than the speech.

When the news media covered policy, which issues did they emphasize? As conventions in the media era have become more candidate-centered affairs, these events – especially the presidential nominee's acceptance address – serve the dual function of presenting the candidate and allowing the party to demonstrate unity around the candidate (Stuckey 2005). Parties' interest in presenting a picture of unity comes into some tension with media interest in depicting conflict (Schuck, Vliegenthart, and De Vreese 2016). Coverage that stresses areas of party disagreement has the potential to undermine this objective for parties.

These considerations are especially pertinent to the Harris speech and its coverage. In 2024, the Biden administration's policy toward Israel had become a point of contention within the party coalition in light of the war in Gaza (DeYoung et al. 2024). These intra-party tensions culminated in a movement in several states to urge primary voters to cast their ballots for an "uncommitted" option rather than Biden (Cappelletti 2024). This movement won 36 delegates to the national convention, but received relatively little attention in the official proceedings. As Biden's chosen successor and vice president, Harris inherited this intra-party division and the pressure to address the concerns of each side.

After Biden left the race, Harris's path to the nomination featured remarkable party coordination and consolidation. Yet the administration's position on Gaza remained a point of disagreement within the party coalition, which some linked to her general election loss (Beinart 2024). This leads us to another question: did media coverage of Harris's speech highlight the Israel-Gaza war, the main issue that divided Democrats in a way that was disproportionate to its role in the speech?

The gender factor is also relevant to our questions about issue coverage. Research suggests that women candidates are associated – in news coverage and in voters' minds – with traditionally "feminine" issues (Meeks 2012; Dolan 2014). Therefore, our final research question asks whether the news coverage gave disproportionate attention to abortion or other social issues, at the expense of focus on foreign policy or the economy, relative to the focus on those issues in the actual speech.

3 Data and Method

To address these questions, we analyzed stories and segments that directly engaged with Harris's speech in the week following the Democratic Convention. Our

analysis included both newspaper articles and TV news transcripts to capture a range of media coverage. For the newspaper sample, we collected stories from the top three circulation newspapers in the United States: *The New York Times*, *The Washington Post*, and *The Wall Street Journal*. All three newspapers were fully available through ProQuest. Additionally, we included stories from the largest circulation newspaper in each of seven pivotal swing states in the 2024 election.¹ Six of these newspapers – *The Atlanta Journal-Constitution*, *The Charlotte Observer*, *The Detroit News*, *The Las Vegas Review-Journal*, and *The Philadelphia Inquirer* – were fully accessible through NewsBank. Since Arizona’s largest circulation newspaper, *The Arizona Republic*, was unavailable, we used the second largest, *The Arizona Daily Star*. For TV news, we collected segments from four of the largest national news outlets: ABC, CBS, CNN, and Fox. These transcripts were accessed through LexisNexis.

Table 1 shows the number of stories from each newspaper or TV network. We collected 38 TV segment transcripts and 43 newspaper articles for a total of 81 stories. With the exception of *The Arizona Daily Star*, each newspaper/network in our sample had at least one segment/story that engaged with the speech.

Table 1: Number of stories/segments in sample.

News name	N
ABC News	6
CBS News	5
CNN	17
Fox News	8
New York Times	14
The Washington Post	15
The Wall Street Journal	4
The Atlanta Journal-Constitution	1
The Detroit News	1
The Las Vegas Review-Journal	2
The Philadelphia Inquirer	4
The Milwaukee Journal Sentinel	1
The Charlotte Observer	1

¹ The seven swing states in 2024 were Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin.

3.1 Topic Coverage Harris’s Speech

Kamala Harris delivered her acceptance speech as the Democratic nominee on Thursday, August 22, 2024. According to *NPR*, this was one of the shortest acceptance addresses in convention history (Mandler 2024). To code the speech, we assigned topics to each paragraph and then counted the total number of words spent on each topic. We allowed for paragraphs to address multiple topics; however, the vast majority of paragraphs addressed only one. Table 2 presents an overview of the topics addressed in the speech and the corresponding word counts for each.

3.2 Coding the News Data

To code the newspaper articles, we used a procedure similar to that for coding the speech. Each paragraph in a newspaper article was assigned a topic based on which

Table 2: Kamala Harris’ DNC speech word count by topic.

Topic	Words	% Of total
Personal Bio	579	14.88 %
Patriotism	544	13.99 %
Lawyer Bio	365	9.38 %
Anti-Trump Threat to Democracy	292	7.51 %
Anti-Trump Future Intent	257	6.61 %
Anti-Trump Abortion	248	6.38 %
Nothing	201	7.64 %
Middle Class	291	5.01 %
Foreign Policy – Other	177	4.55 %
Immigration	147	3.78 %
Economy-Opportunity	144	3.70 %
Social Issues – Other	92	2.37 %
Foreign Policy – Military	85	2.19 %
Democracy	78	2.01 %
Foreign Policy – Gaza	69	1.77 %
Foreign Policy – Israel Support	68	1.75 %
Democracy – Rule of Law	64	1.65 %
Economy – Taxes	55	1.41 %
Anti-Trump Character	53	1.36 %
Foreign Policy – Ukraine	48	1.23 %
Foreign Policy – Gaza Sympathy	37	0.95 %
Economy – Business	26	0.67 %
Social Issues – Abortion	23	0.59 %

part of the speech it engaged with. We focused exclusively on reporting that directly engaged with the speech, as commentary on the campaign or the election was frequently included in the articles. Paragraphs discussing broader campaign events or other DNC speakers were coded as 0. Additionally, we excluded direct quotes from the speech, as our primary interest was in how the media framed the speech. Finally, we counted the total number of paragraphs addressing each topic across the articles.

For the TV news transcripts, we adopted a slightly different approach. Given the format of TV news, which often features multiple hosts and guests, a paragraph-based method was not practical. Instead, we coded each transcript by marking each topic as either a 1 (present) or 0 (absent), providing a simpler framework for our analysis.

The research here builds to a substantial degree on their approach the approach of Benoit, Stein and Hansen (2004), who perform a similar kind of analysis of convention speeches over time. However, our approach differs somewhat in that it focuses less on assessing tone, and more on the different policy topics included in news coverage.

4 Findings

Tables 3 and 4 present the results of the content analysis on newspaper articles and TV news segments respectively. As a reminder, the coding procedure varied slightly between the newspaper articles and the TV segments. The newspaper articles are coded by paragraph, allowing a topic to be counted multiple times if an individual article devoted multiple paragraphs to that topic. The TV segments were coded as either a 1 (present) or 0 (absent). While Tables 3 and 4 only present the overall counts, the percentage results can be found in the appendix.

4.1 Policy vs. Other Issues

Our first question is whether news media coverage devoted disproportionate attention to policy issues relative to the speech itself, as Benoit et al. found to be the case for past Democratic speeches. Table 2 shows that non-policy issues dominated the speech itself, with the top five issues by word count devoted to her biography or to criticisms of Trump. Newspaper content analysis, showed in Table 3, produces a result somewhat consistent with earlier findings: while a significant amount of print media was devoted to Harris's personal biography, her discourse on patriotism, and her attacks on her opponent, immigration and foreign policy ranked higher as coverage topics than speech topics. Television news reveals a similar pattern, with immigration and foreign policy among the top three issues.

Table 3: Newspaper content analysis results.

Topic	New York Times	The Washington Post	The Wall Street Journal	Total
Personal bio	12	26	1	46
Foreign policy – Israel/Gaza	17	10	1	38
Anti-Trump future intent	2	14	3	27
Patriotism	5	10	1	21
Anti-Trump threat to democracy	4	7	1	17
Immigration	5	2	1	17
Foreign policy – other	6	1	2	16
Foreign policy – Gaza sympathy	5	3	0	13
Lawyer bio	3	5	0	13
Foreign policy – Israel support	5	5	0	12
Social issues – abortion	4	1	0	9
Economy – opportunity	1	0	5	6
Middle class	5	0	0	6
Foreign Policy – Ukraine	2	2	1	6
Anti-Trump abortion	0	5	1	6
Anti-Trump character	1	4	0	5
Economy – taxes	1	1	0	3
Economy – business	0	0	2	2
Democracy	0	0	0	1
Democracy – rule of Law	0	0	0	1

The total column in this table includes stories and topics from the seven largest circulation swing state papers in addition to the three national newspapers.

We also ask, beyond the relative balance of policy and non-policy topics, which policies were emphasized. It is notable that the policy issues most highlighted in news media reports were difficult ones for Democrats. One was immigration, an issue on which Democrats were consistently at a disadvantage with the public during the Biden administration. Another was the Israel-Gaza conflict, a source of significant internal conflict for the Democratic coalition.

News media coverage of women candidates has also tended to emphasize social and welfare issues, as well as “women’s issues” like abortion, at the expense of economic and foreign policy issues (Dolan 2014). There is mixed evidence of this phenomenon in the reports about Harris’s 2024 convention speech. Harris herself spent relatively little time on the economy and foreign policy in her speech. As discussed above, foreign policy received a substantial amount of coverage, including both the Israel-Gaza issue and other categories. The Gaza coverage often addressed the topic of intra-party strife on the issue, as in this section from the New York Times:

Table 4: TV news content analysis results.

Topic	ABC News	CBS News	Fox News	CNN	Total
Personal bio	3	1	1	11	16
Foreign Policy – Israel/Gaza	1	3	3	8	15
Immigration	0	2	2	7	11
Lawyer bio	1	1	2	6	10
Foreign policy – other	3	0	2	4	9
Social issues – abortion	0	1	0	6	7
Patriotism	1	0	1	4	6
Anti-Trump future intent	2	0	0	4	6
Anti-Trump abortion	2	0	0	4	6
Economy – taxes	0	1	1	4	6
Anti-Trump threat to democracy	2	1	0	2	5
Anti-Trump character	0	0	1	p4	5
Foreign policy – military	1	0	2	2	5
Economy – opportunity	0	1	1	2	4
Middle class	0	0	1	3	4
Foreign policy – Ukraine	0	1	1	2	4
Social issues – other	0	0	0	3	3
Democracy	0	1	0	0	1
Democracy – rule of Law	0	0	0	0	0
Economy – business	0	0	0	0	0

On foreign policy, Harris tried to find a middle ground on an issue dividing her party: the war between Israel and Hamas. She vowed that she will ensure Israel never again has to face “the horror that a terrorist organization called Hamas caused on Oct. 7.” But she also said that “what has happened in Gaza over the past 10 months is devastating.” (Shear and Nagourney 2024)

In both print and news media, shown in Table 5, discussion of her abortion statements outranked topics related to the economy. While the economy figured only modestly into her speech, more words in the speech were dedicated to economic topics than to abortion.

We also pose the question of how the news media reflected the non-policy topics in the speech. These topics included Harris’s criticisms of her opponent’s character, issue positions and future plans, as well as her personal and professional biographies. This category also included “patriotism.”

Patriotism was the second most frequent category in Harris’s speech, though it ranked much lower in both print and televised news reports. Anti-Trump attacks received significant attention in both print and broadcast stories, consistent with

Table 5: All news content analysis results.

Topic	Count	Percent
Personal bio	34	41.98 %
Foreign policy – Israel/Gaza	31	38.27 %
Anti-Trump future intent	23	28.40 %
Immigration	21	25.93 %
Anti-Trump threat to democracy	20	24.69 %
Lawyer bio	19	23.46 %
Patriotism	19	23.46 %
Foreign Policy – other	18	22.22 %
Foreign Policy – Gaza sympathy	16	19.75 %
Foreign Policy – Israel support	16	19.75 %
Social issues – abortion	13	16.05 %
Anti-Trump abortion	12	14.81 %
Foreign policy – military	11	13.58 %
Economy – taxes	9	11.11 %
Foreign Policy – Ukraine	9	11.11 %
Economy – opportunity	8	9.88 %
Anti-Trump character	8	9.88 %
Middle class	8	9.88 %
Social Issues – other	7	8.64 %
Democracy	2	2.47 %
Economy – business	2	2.47 %
Democracy – rule of Law	1	1.23 %

the original speech. Trump’s future intent, a category that included references to economic plans and the Heritage Foundation’s Project 2025, ranked third among topics in all media coverage, and fifth in Harris’s speech (with Trump’s threat to democracy ranking fourth). While these topics might have been slightly more visible in news coverage, and with somewhat different emphasis on than in the speech itself, attacks on Trump were an important part of the speech and the stories about it. A story in the *Wall Street Journal* described Harris’s anti-Trump remarks as “the main business at hand... Her attack was a mix of truth and falsehoods – truth about his effort to overturn the 2020 election, but falsehoods that he intends to cut Medicare and Social Security and that Project 2025 is his agenda.” (The Wall Street Journal Editorial 2024).

There was a greater disparity in the relative emphasis on different aspects of Harris’s biography. Her personal biography, which included description of her upbringing and her parents, was the single largest topic category in the speech (see also Lerer and Green 2024).

Examples of this included

Harris talked about her Indian mother and Jamaican father, but she didn't reflect on the breakthrough in race and gender that her election would represent. Even so, the fact that she is the first woman of color nominated for president, and if elected would be the first woman to win the White House, ignited the energy that ricocheted around Chicago's United Center. (Page 2024)

Harris's speech leaned into her biography, contrasting Trump's inherited wealth with her middle-class background in a "beautiful working-class neighborhood of firefighters, nurses, and construction workers, all who tended their lawns with pride." She assured Americans that 'building that middle class will be a defining goal of my presidency,' adding, 'This is personal for me. The middle class is where I come from.' (Rubin et al. 2024)

Her biographical story of her work as a prosecutor, however, was the third largest category, and used her biography in a qualitatively different and more policy-relevant way. These stories, told often on the campaign trail, served to highlight her professional experience and link it to a larger pursuit of justice for the marginalized and powerless (Shivaram 2024). References to "lawyer biography," as we code them, also evoked contrast with Trump (Hutzler 2024). Consistent with the literature on coverage of women seeking high office, we found that print media deemphasized this more substantive aspect of Harris's biography in favor of her personal stories, though this disparity was less pronounced for broadcast sources.

5 Discussion

Overall, we found that media coverage of Kamala Harris's 2024 convention speech fit established patterns, devoting more attention to policy than the speech itself (Benoit 1999), but following gendered patterns as far as drawing attention toward women's issues and deemphasizing the more substantive aspects of her biography in favor of the more personal. We also found some of these coverage patterns align with narratives about why Harris ultimately lost the election. News stories highlighted issues on which Democrats were divided or weak, like Gaza and immigration, and placed less emphasis on the economy than Harris had in her speech. Downplaying the economy may have had ambivalent implications; Democrats were generally seen as weaker on the economy and at a disadvantage on the issues (Balz 2024; Hayes 2024). Yet the importance of the economy meant that Harris needed to address it on the campaign (Brenan 2024), and reports that downplayed this in favor of other topics may have contributed to the impression that she was not paying sufficient attention

to economic plans (see, for example, Tankersley and Duerhen 2024). It is possible that more emphasis on the economy would have been worse for Harris. However, we take the view that reporting on the speech may have detracted from the voters' confidence that the Democratic candidate was serious about addressing economic concerns.

Our analysis also reflects that Harris talked very little about race and gender in her speech. Yet news coverage remained preoccupied with those issues. There were articles about the speech that focused on her clothes, or framed her speech in terms of her gender. A few reports even referred to the nickname from her stepchildren, "Momala." (CNN Transcripts, August 23, 2024).

We also observed that televised reports about the speech quoted Trump's response to the speech, some devoting as much or more time to Trump's comments as to the speech itself. Perhaps unsurprisingly, given the network's ideological orientation, three of the eight Fox News stories that came up in our search did not engage substantively with the speech at all.

The findings presented here are consistent with perspectives that suggests that the news media are drawn to covering controversial topics. The profit motive drives media outlets to prioritize stories that attract the largest audiences and emphasize sensationalism, controversy, or emotional appeal over in-depth reporting on complex or less immediately engaging issues (Hamilton 2004). This can lead to the underrepresentation of topics such as in-depth policy in favor of stories that generate higher ratings or clicks. While news media are under no obligation to repeat the talking points of governing officials (see Bennett 1990), our evidence suggests that the reporting of Harris's convention speech emphasized controversy and, in many instances, downplayed serious engagement with what the candidate had actually said.

Although our main emphasis was not on assessing coverage as negative or positive, it is difficult to interpret these findings in a way that does not acknowledge the potential disadvantages for the Democratic candidate in 2024. To the extent that convention speeches shape the political environment by drawing media attention and influencing the ideas that drive election discourse, we might conclude that this coverage damaged Harris's candidacy. News reports about Harris's speech highlighted her liabilities and deemphasized her economic plans, and drew attention to personal factors over analysis about what she would do in office.

Harris's candidacy was distinct in many ways. She was the second woman to accept a major party nomination, and the first woman of color to do so. The circumstances under which she was nominated were also unique, as President Joe Biden decided not to seek reelection in late July, resulting in a much shorter candidacy for Harris than most modern presidential candidates. Yet we find many

familiar patterns in the coverage of her address. Further research could explore in greater depth the question of how Harris's news coverage compares to that of past Democratic convention speeches, and address whether news reports were positive or negative more directly. Finally, the coverage of race and gender in her speech – alluded to in the original text but not mentioned explicitly – deserve in-depth treatment in future work.

Appendix

Table 6: Summary of topics by newspaper outlet (percent)

Topic	New York Times (%)	The Washington Post (%)	The Wall Street (%)	Total (%)
Personal bio	42.86 %	46.67 %	25.00 %	41.86 %
Anti-Trump future intent	14.29 %	53.33 %	75.00 %	39.53 %
Foreign policy – Israel/Gaza	35.71 %	33.33 %	25.00 %	37.21 %
Anti-Trump threat to democracy	28.57 %	40.00 %	25.00 %	34.88 %
Patriotism	28.57 %	33.33 %	25.00 %	30.23 %
Foreign policy – other	28.57 %	20.00 %	25.00 %	20.93 %
Lawyer bio	21.43 %	20.00 %	0.00 %	20.93 %
Foreign policy – Gaza sympathy	21.43 %	13.33 %	0.00 %	18.60 %
Foreign policy – Israel support	21.43 %	20.00 %	0.00 %	18.60 %
Social issues – abortion	14.29 %	6.67 %	0.00 %	13.95 %
Middle class	21.43 %	0.00 %	0.00 %	13.95 %
Anti-Trump abortion	0.00 %	33.33 %	25.00 %	13.95 %
Foreign policy – Ukraine	7.14 %	13.33 %	25.00 %	11.63 %
Economy – opportunity	7.14 %	0.00 %	75.00 %	9.30 %
Social issues – other	14.29 %	0.00 %	0.00 %	9.30 %
Economy – taxes	7.14 %	6.67 %	0.00 %	6.98 %
Anti-Trump character	7.14 %	13.33 %	0.00 %	6.98 %
Economy – business	0.00 %	0.00 %	50.00 %	4.65 %
Democracy	0.00 %	0.00 %	0.00 %	2.33 %
Democracy – rule of law	0.00 %	0.00 %	0.00 %	2.33 %

Table 7: Summary of topics by TV news outlet (percent).

Topic	ABC News (%)	CBS News (%)	Fox News (%)	CNN (%)	Total (%)
Personal bio	50.00 %	20.00 %	12.50 %	57.89 %	42.11 %
Foreign policy – Israel/Gaza	16.67 %	60.00 %	37.50 %	42.11 %	39.47 %
Immigration	0.00 %	40.00 %	25.00 %	36.84 %	28.95 %
Lawyer bio	16.67 %	20.00 %	25.00 %	31.58 %	26.32 %
Foreign policy – other	50.00 %	0.00 %	25.00 %	21.05 %	23.68 %
Foreign policy – Gaza sympathy	0.00 %	0.00 %	25.00 %	31.58 %	21.05 %
Foreign policy – Israel support	0.00 %	0.00 %	37.50 %	26.32 %	21.05 %
Social issues – abortion	0.00 %	20.00 %	0.00 %	31.58 %	18.42 %
Patriotism	16.67 %	0.00 %	12.50 %	21.05 %	15.79 %
Anti-Trump future intent	33.33 %	0.00 %	0.00 %	21.05 %	15.79 %
Anti-Trump abortion	33.33 %	0.00 %	0.00 %	21.05 %	15.79 %
Economy – taxes	0.00 %	20.00 %	12.50 %	21.05 %	15.79 %
Anti-Trump threat to democracy	33.33 %	20.00 %	0.00 %	10.53 %	13.16 %
Anti-Trump character	0.00 %	0.00 %	12.50 %	21.05 %	13.16 %
Foreign policy – military	16.67 %	0.00 %	25.00 %	10.53 %	13.16 %
Economy – opportunity	0.00 %	20.00 %	12.50 %	10.53 %	10.53 %
Middle class	0.00 %	0.00 %	12.50 %	15.79 %	10.53 %
Foreign policy – Ukraine	0.00 %	20.00 %	12.50 %	10.53 %	10.53 %
Social issues – other	0.00 %	0.00 %	0.00 %	15.79 %	7.89 %
Democracy	0.00 %	20.00 %	0.00 %	0.00 %	2.63 %
Democracy – rule of law	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %
Economy – business	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %

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