EPP suffered by not finding forward-looking answers to attacks from within

Media image of the candidates for Juncker succession
Sept 1 - Oct 29, 2018

Basis: 327 reports on Jean-Claude Juncker, 138 reports on Manfred Weber, 24 reports on Alexander Stubb
All parties failed to actively communicate on an ongoing basis with their constituents. Only 316 reports on EU TV primetime news since 2012 underlined why problems like Brexit happen: people don’t see themselves represented. EPP suffered dramatically from CSU in Bavaria.
Reporting on the EPP in 2018 has been largely limited to Manfred Weber's candidacy and German TV news. The debate is perceived as a German topic. At present, debates on factual issues do not play a role.
While EPP in general receives the bulk of the limited media attention, the choice regarding who should follow Juncker is so far not presented as such. During the decisive two months ahead of the elections on Nov 8, Weber has received four times more visibility.
Opinion leading media give the German candidate most visibility. This is surprising. Martin Selmayr, the Secretary General of the Commission, is one of several Germans already in a top post in Brussels. Why would MPs in Strasbourg vote for another German next May?

Basis: 550 reports on Jean-Claude Juncker, 225 reports on Manfred Weber, 44 reports on Alexander Stubb
Europe is under attack in regards to how the continent is handling the challenges related to migration, financing education, infrastructure, fair pension systems for all members, and the future of its health system, but the candidates’ perspectives remain unseen.

Basis: 225 reports on Manfred Weber, 44 reports on Alexander Stubb
As both candidates have a good relationship with each other, they treat their competition respectfully. This is reflected in the media. Questions for Weber on whether recent developments in Germany call him to the helm of his CSU to follow Seehofer need answers.

Basis: 225 reports on Manfred Weber, 44 reports on Alexander Stubb
So far, reporting on both candidates is more general without highlighting concrete options for individual countries or the challenges Europe is facing with Africa. This is a result of the limited coverage both candidates have received so far.

Basis: 225 reports on Manfred Weber, 44 reports on Alexander Stubb
So far, neither candidate is presented in a way that tells media audiences how relevant and trusted experts and partners see the candidates and their ability to lead the continent in times of challenge. None of Stubb’s colleagues as former heads of state are quoted so far.

Basis: 225 reports on Manfred Weber, 44 reports on Alexander Stubb
Whoever wins the vote on Nov 8 will most likely be the leader of Europe for five years. So far the media have provided little information on their plans to create a solid future for the continent. This forces the audience to do its own research about Finland and Germany.

Basis: 225 reports on Manfred Weber, 44 reports on Alexander Stubb
International print media:
Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Handelsblatt
Die Presse, Der Standard
Le Monde, Le Figaro, Les Echos
La Repubblica, Corriere della Sera, Il sole 24 ore
El Pais, El Mundo, ABC, Expansion
Het Latste Nieuws, Le Soir, De Standard

International TV news:
ARD Tagesschau and Tagesthemen, ZDF heute and heute-journal, TF 1 Le Journal, RAI 1 TG1,
BBC 10 o'clock, SRF Tagesschau, TVE 1 Telediario, CBS Evening News, FOX Special Report