

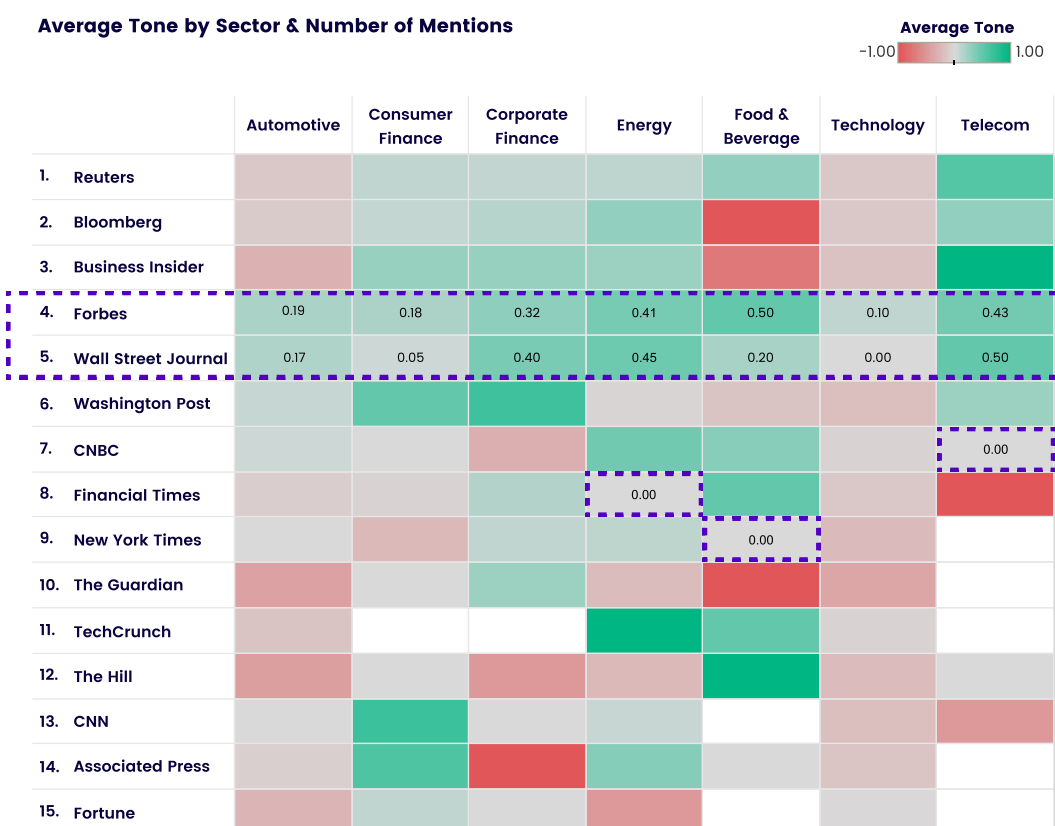
## PublicRelay Benchmark

# Want more positive ESG coverage?

## Pitch your **Governance** stories to **business-oriented outlets**.

When sharing your ESG messages, you want to pitch your stories to **the media contacts that will have the most impact**.

At PublicRelay, we performed a benchmark analysis of the media coverage of the world's leading companies to uncover trends in how various outlets cover Governance topics so you can target the *right* publications.



### Here's what we found.

Not only do *Forbes* and the *Wall Street Journal* consistently cover all sectors positively on Governance topics, but the two publications also report on company leadership **1.5x – 2x** more favorably than the average outlet.

And while **mainstream publications skew negative** on companies' Governance, a handful of publications were neutral in their coverage of specific sectors. Examples include the *Financial Times* covering energy, *CNBC* covering consumer finance, and the *New York Times* covering food & beverage.

### So, what does this mean for your media outreach?

Start by targeting business-oriented outlets, *Forbes* and the *Wall Street Journal*, with Governance stories to **generate positive coverage**.

Then, identify the mainstream outlets that are neutral towards your sector's Governance for opportunities to build relationships. It could lead to positive Governance coverage reaching a wider audience and a chance to **differentiate yourself from your peers**.

### Want to **elevate your communications**?

Read our [Communications in Context](#) whitepaper to **preview more insights** from the PublicRelay Benchmark report.