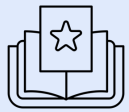# vuelio | PULSAR*

How news media brands itself:

Centring the civic value of journalism

How news organisations use journalism as branding

Journalism is undoubtedly facing challenges – increased mistrust and avoidance from its audiences; financial pressures; and warring bids for attention in our always-on digitally-connected world.

Many global news brands are choosing to centre the role their journalism plays in educating the populace, verifying information, and constraining abuses of power. This isn't just an attempt to reach new audiences – but also to engage those that might have fallen away.

This report explores how closely audiences in the UK and US associate top news media brands with their journalistic function, to uncover what is working to bring people back to the news.

Read the report to find out:

✦ How perceptions of news brands have evolved over time

✦ Which news brands are viewed most favorably (and unfavorably) by audiences, and why

✦ The themes and messages that most resonate with current audiences

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'Generalist' news media organisations highlight the civic value of journalism to earn audience trust and engagement

Able to finance vital reporting, a number of big news media organisations have chosen to communicate this investment openly to their audiences in campaigns.

Highlighting this value of their brand isn't just for the bottom line – selling subscriptions and encouraging lucrative advertising – it also helps to drive influence and trust from their most important stakeholders – readers, and viewers.

Across brand campaigns and branded touchpoints, top tier news media brands often highlight the craft of journalism, as well as its benefits to society as a whole by leading with creative centred on truth, democracy, and storytelling.
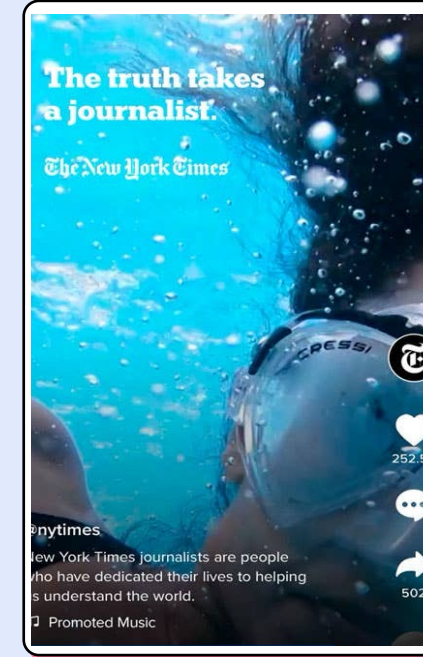
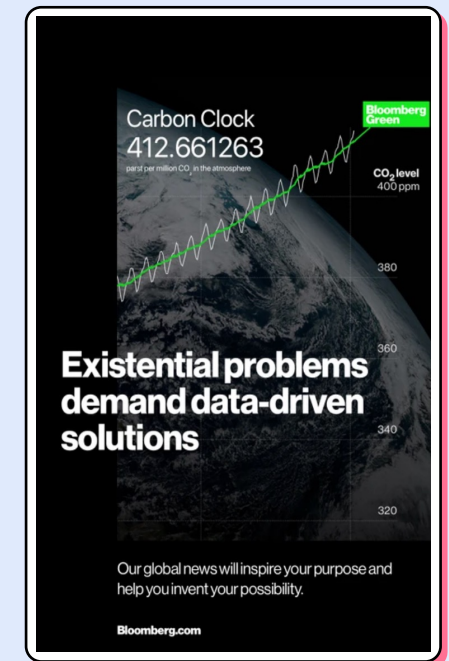# Financial news media organisations anchor their brands to the value of insight and information in times of confusion

In contrast to generalist news organisations, business new publishers have historically branded themselves as instruments to support decision-making.

Recent brand campaigns by financial news organisations highlight the value of context, sources, sense-making, and independence in an increasingly complex, accelerating world where misinformation is rife.

Independent journalism for independent thinkers

Understand the stories behind the news

GLO
BAL
MAKE SENSE OF IT ALL
IN
FLATION

A snapshot of global inflation
Annual % change in consumer price indices
Sources: Refinitiv, national statistics offices. Latest figures available as of 18 August 2022.

FT FINANCIAL TIMES
THE NEW AGENDA

Bloomberg Green

Carbon Clock
412.661263
parts per million CO_2 in the atmosphere

CO_2 level
400 ppm

380

360

340

320

Existential problems demand data-driven solutions

Our global news will inspire your purpose and help you invent your possibility.
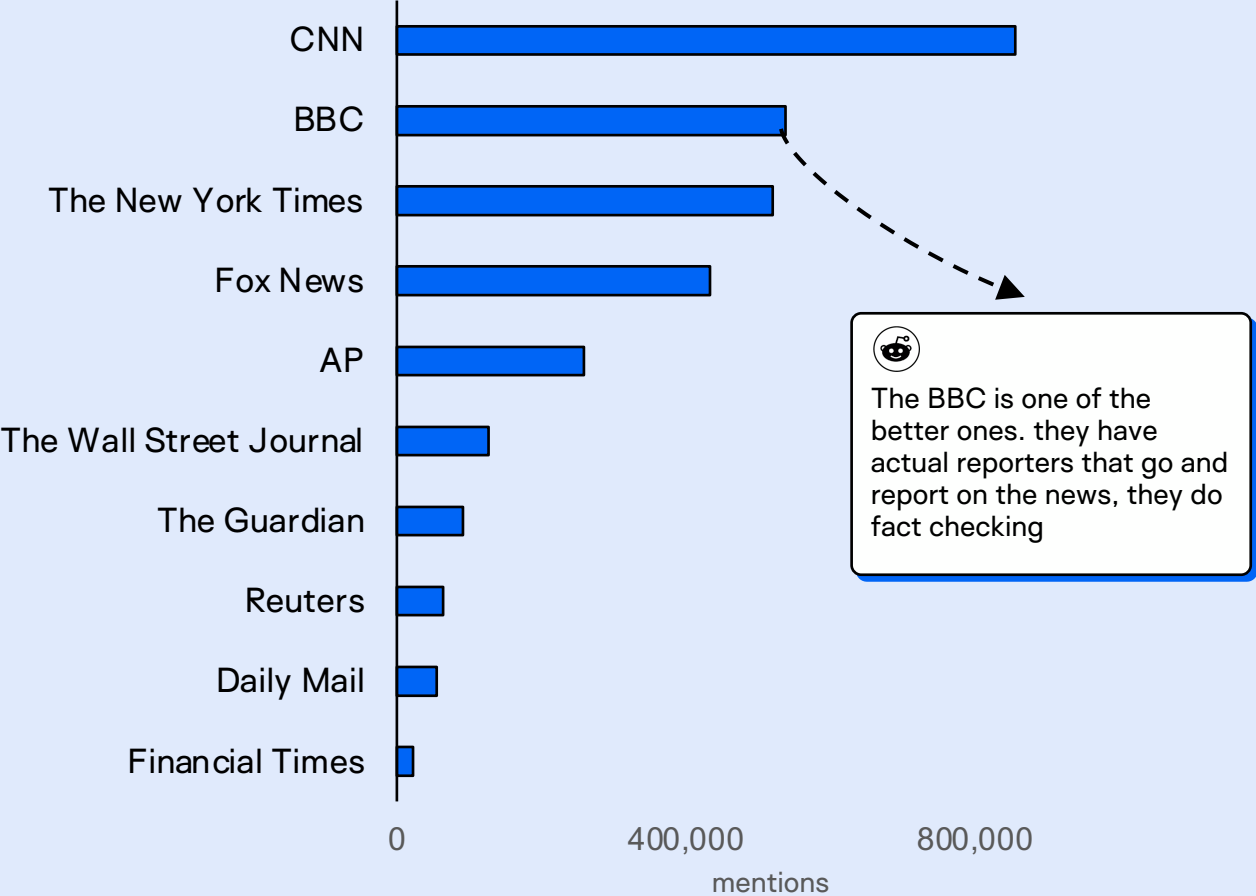
Bloomberg.com

Which global news media brands does the public most often associate with 'journalism'?

Of the selection of news organisations we tracked, broadcasters CNN, BBC, and Fox News were particularly associated with journalism in conversation online and in print. Three very different approaches to broadcasting, but the frequency of mentions of these three highlights how large their audiences are, as well as their role as informational hubs in the both the UK and US elections.

The New York Times stands out for its association with journalism, as do newswires like The Associated Press and Reuters (historically less well-known by general audiences – perhaps because of their lack of visibility on newsstands).

While many of these associations can be critical of the brand itself, the polarisation caused by it being an election year has had a clear impact. The passion with which audiences react to reporting, regardless of framing or the political outlook of the publication, underlines the industry's role as a civic force for information sharing and democracy. Not all criticism is bad for news brands. PRs planning which brands to target with media outreach can look past this occasional lack of positivity – especially in times of change.

Chart — horizontal bar chart, mentions:
- CNN
- BBC
- The New York Times
- Fox News
- AP
- The Wall Street Journal
- The Guardian
- Reuters
- Daily Mail
- Financial Times

x-axis: 0, 400,000, 800,000 — mentions

Callout (Reddit):
The BBC is one of the better ones. they have actual reporters that go and report on the news, they do fact checking

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Volume of mentions of top media (selected according to online traffic or physical circulation in the case of paywalled business publications) in conjunction with journalism in the US and UK across X, Facebook, Instagram, Reddit, Threads, TikTok, Twitch, blogs, YouTube, forums, Tumblr, and more between 13 June – 31 Oct 2024. Source: Pulsar TRAC.
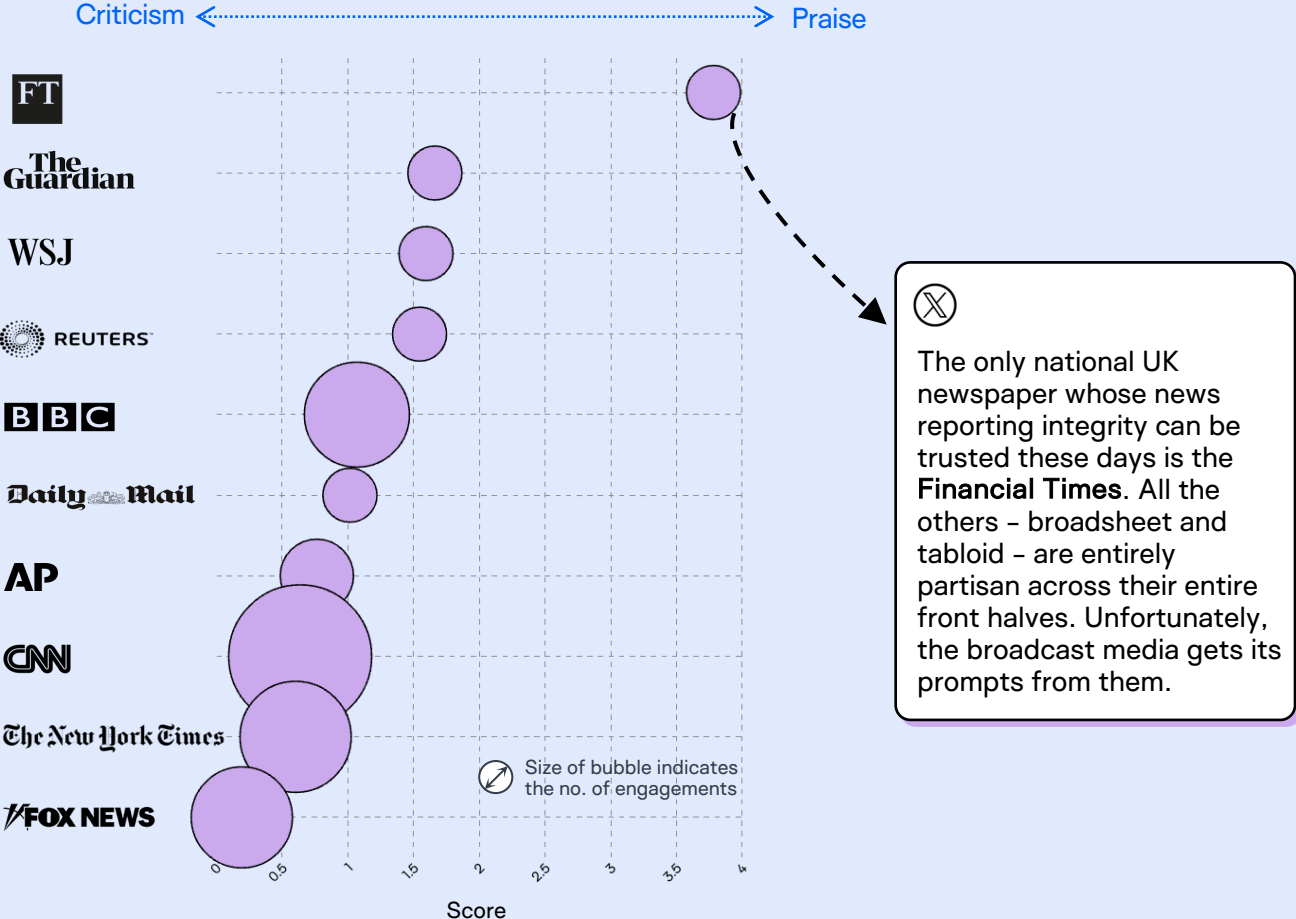
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Financial outlets receive more praise than broadcasters for their journalism

Looking into this association between news brands and journalism through the lens of praise vs criticism uncovers the elements that impact how a publication is perceived.

Driving opinions of the public are the publication's political leanings or affiliations; their format; how large the organisation is seen to be; and whether the news they offer is gated behind a paywall or open and easily accessed.

Gaining the most positive perception for its journalism is the Financial Times – aided by its lack of openly–stated political stances. Even more important – its audience is curated by its paywall, alongside its focused reporting. Positive conversation around the organisation is led by its loyal – and very specific – reader base.

Criticism ⟵ ⟶ Praise

FT
The Guardian
WSJ
REUTERS
BBC
Daily Mail
AP
CNN
The New York Times
FOX NEWS

Size of bubble indicates the no. of engagements

Score
0   0.5   1   1.5   2   2.5   3   3.5   4

Ⓧ
The only national UK newspaper whose news reporting integrity can be trusted these days is the **Financial Times**. All the others – broadsheet and tabloid – are entirely partisan across their entire front halves. Unfortunately, the broadcast media gets its prompts from them.

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News brand sentiment breakdown in the Journalism conversation across X, Facebook, TikTok, online news, Tumblr, YouTube, forums, blogs, and more between 13 June – 31 Oct 2024. Source: Pulsar TRAC. *Scores range from 0 (high criticism) to 4 (high praise), based on aggregated positive and negative brand mentions.
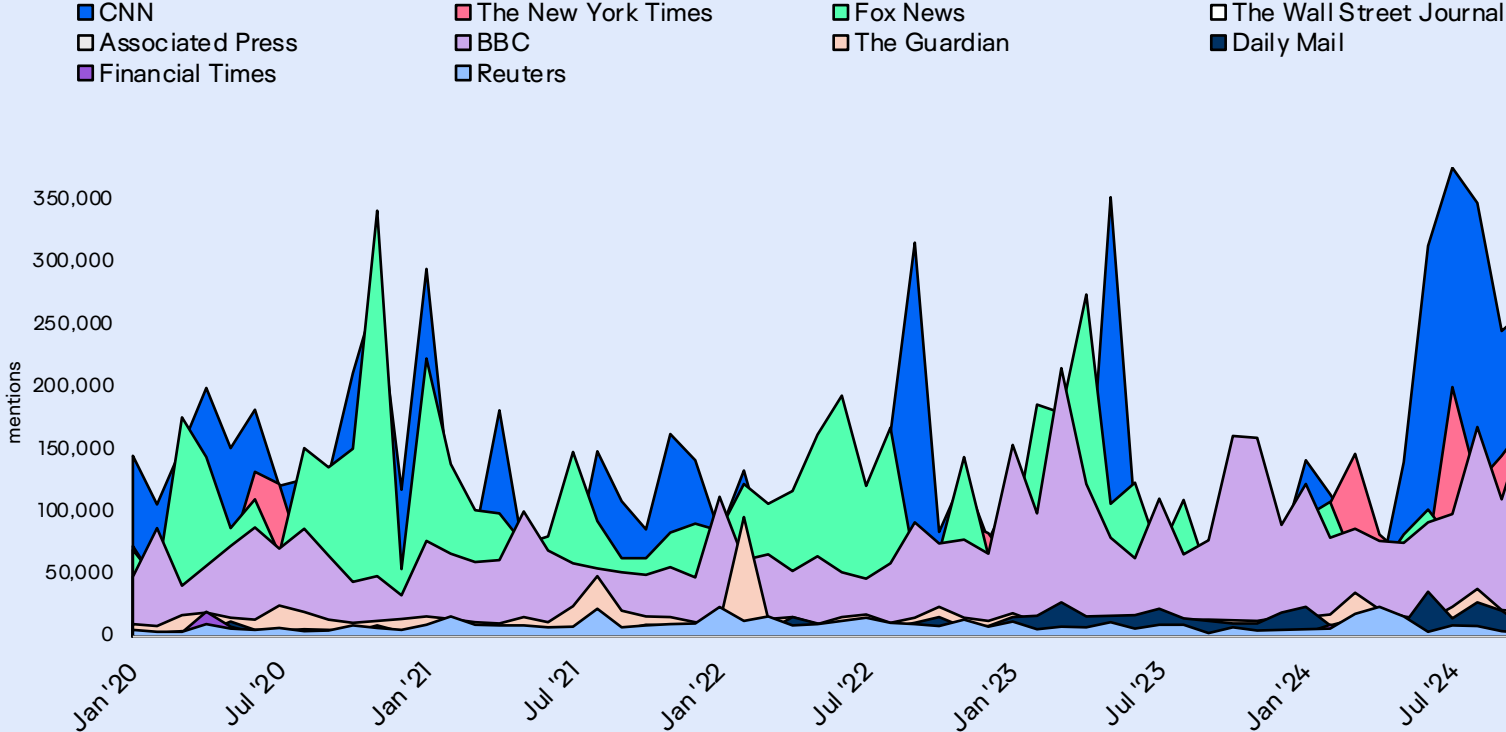
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When are media brands most identified with journalism?

While the news cycle is difficult to predict, and is constantly changing, tracking the conversation shows the clear impact of this year's political elections on how audiences perceive news organisations and their brands.

The UK and US elections have been key drivers, with mentions peaking in the months that led up to each, as audiences scanned the media landscape for fairness (and news brands that aligned with their own political outlook).

Legend:
- CNN
- The New York Times
- Fox News
- The Wall Street Journal
- Associated Press
- BBC
- The Guardian
- Daily Mail
- Financial Times
- Reuters

y-axis: mentions — 0, 50,000, 100,000, 150,000, 200,000, 250,000, 300,000, 350,000

x-axis: Jan '20, Jul '20, Jan '21, Jul '21, Jan '22, Jul '22, Jan '23, Jul '23, Jan '24, Jul '24

What messages resonate with news-seeking audiences?

What's the value proposition of journalism for audiences?

Decision-making (providing insider information or insights) and civic good (holding power to account and informing the public) emerge consistently as arguments for journalism – and individual media brands – from online audiences seeking to engage with news reporting.

Naturally, these elements can also be used as a measuring stick for media brands that fall short of audience expectations and demands.

The Economist had one of the most **insightful** lines ever about San Francisco that we suffer badly by being a cultural battleground for the nation's issues even if they're completely irrelevant here.
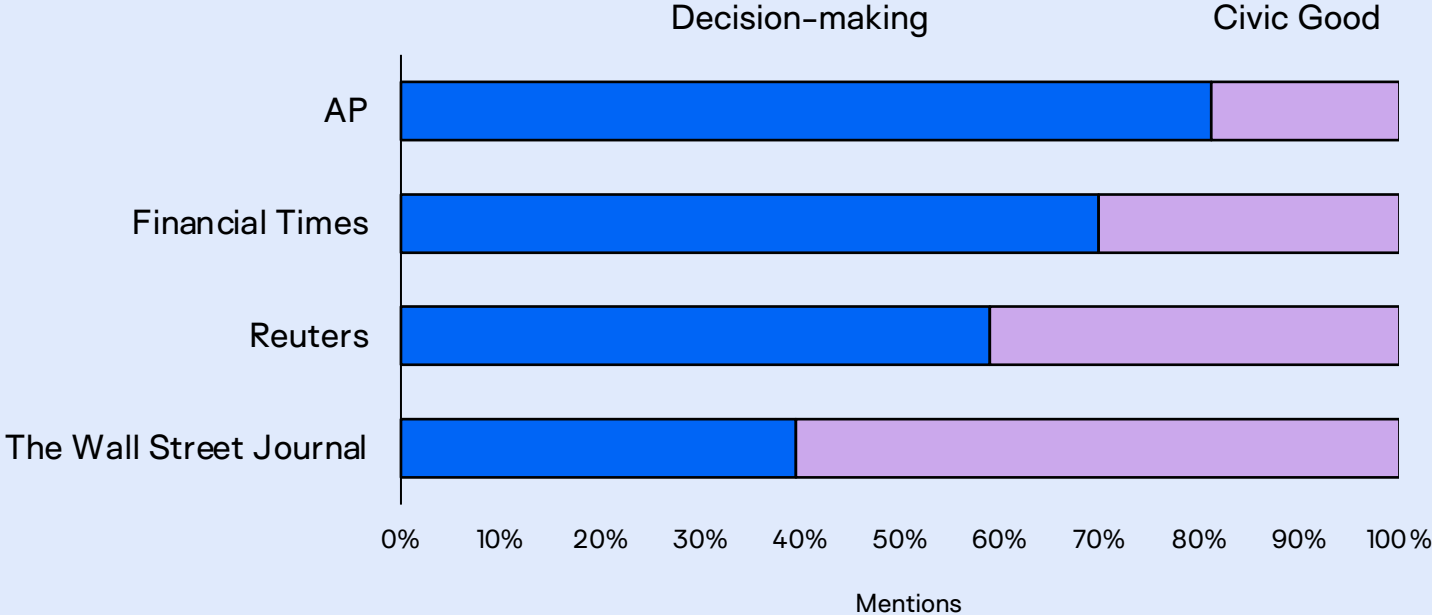
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Which brands are most identified with civic good and decision-making?

Newswires and business publications are designed to be associated with decision-making (a value they often lean on in their brand campaigns) and this plays out in audience perceptions. But they also score highly as forces for civic good - something more generalist media brands like the New York Times or CNN often try to centre in their marketing. How newswires and business outlets manage this successfully – their distance from the polarising political fray.
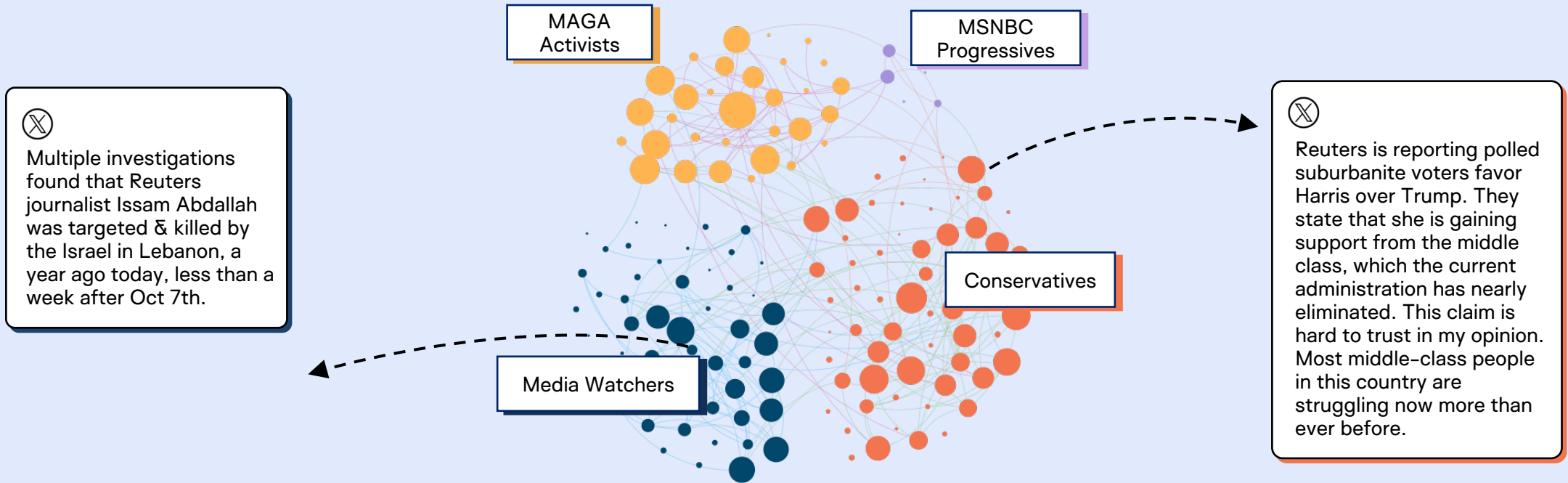
Decision-making   **Civic Good**

AP

Financial Times

Reuters

The Wall Street Journal

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Mentions

Selected media brands by themes in the Journalism conversation across X, Facebook, Instagram, Reddit, Threads, TikTok, Twitch, blogs, YouTube, forums, Tumblr, and more between 13 June – 31 Oct 2024. Source: Pulsar TRAC.

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Spotlight
Reuters: 'The Source'

Decision-making	Civic Good
59%	41%

Reuters launched its first major global brand campaign in 2021 with an aim to position itself as 'the source'.

The newswire has since firmly framed itself as where 'the news gets the news', sharing all sides, but taking none. A vital function in election years, but a risky gambit for the brand.

The hyper-politicised 2024 has brought extra scrutiny - highlighted by the ideologically motivated communities discussing the brand's journalism online.

MAGA Activists

MSNBC Progressives

Conservatives

Media Watchers

(X) Multiple investigations found that Reuters journalist Issam Abdallah was targeted & killed by the Israel in Lebanon, a year ago today, less than a week after Oct 7th.

(X) Reuters is reporting polled suburbanite voters favor Harris over Trump. They state that she is gaining support from the middle class, which the current administration has nearly eliminated. This claim is hard to trust in my opinion. Most middle-class people in this country are struggling now more than ever before.

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Audience segments engaging with Retuers in the Media Brands conversation across X, Facebook, Instagram, Reddit, Threads, TikTok, Twitch, blogs, YouTube, forums, Tumblr, and more between 13 June – 31 Oct 2024. Source: Pulsar TRAC.

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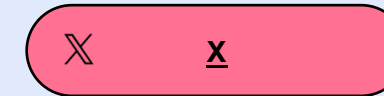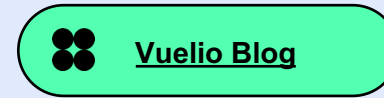
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[Vuelio:](#) Prove the effectiveness of your PR and comms tactics and provide a base for future planning with monitoring of your media coverage, bespoke media analysis reports, and full visibility of everything that's happening across Government, Parliament, stakeholder organisations and social media.

[Pulsar:](#) Pulsar is the world's leading audience intelligence platform—harnessing rich data sets, AI and human minds—so our clients can access nuanced and actionable insights that get straight to what matters most to their customers, their businesses and to society.

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