

SUPPLEMENTARY MATERIALS

## Media Coverage and Perceived Policy Influence of Environmental Actors: Good Strategy or Pyrrhic Victory?

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### 1. Methods

#### 1.1. Missingness

To analyze the linkage between media coverage and perceived policy influence, we focus on those actors that appear in both the survey target list and in the media coverage data. Of the 171 survey target actors, there are 119 that also appear in the media coverage data. This means there are 52 target actors for which we have no media data. To assess whether this missing data had any implications for our analyses, we multiply imputed missing data using Stata13, and compared the substantive interpretation of our analyses using both the imputed (N=171) and the complete case (N=119) data. There were no substantive differences between the two sets of data, and the final results were nearly identical. Therefore, we use the complete case data (N=119) in our analyses, as this allows us to obtain marginal effects more easily than with imputed data when using Stata.

#### 1.2 Goodness of Fit

Robustness checks for both analyses suggest no issues regarding multicollinearity or highly influential cases. Average variance inflation factor = 2.02 for the media model, 1.39 for the influence model. For both models the mean of all  $dfbetas < |1|$ , the mean of errors = 0, and q-plots of error quintiles against normal distribution quintiles indicate normally distributed errors.