

Public News Service Media Usage Report

Kentucky Educators Want All Children Counted in 2020 Census

9/5/2019 Louisville, KY - Teachers and classrooms are gearing up for the 2020 census by raising awareness in their communities about the importance of being counted. Comments from Shuvon Ray, principal at Price Elementary School in Jefferson County; and Michelle Elison, a Louisville-based partnership specialist with the U.S. Census Bureau.

Audience Reach/Media Outlets

Unique number of media outlets that used the story: 20
 Outlets that used two or more story elements: 9
 Unique visitors to PNS public version of the story: 460
 Min. estimated audience/circulation as available*: 140,274

Type of Media that used Story

Primarily radio: 18
 Primarily print/online: 2
 No. of outlets distributed to: 640

*Audience reach estimates reflect the **most conservative interpretations** derived from downloads from our password-protected website; they include only what can be verified or determined "highly likely" based on industry-supported projections. Actual extended reach is much higher; outlets repurpose story elements through multiple channels; and outlets as well as individuals also redistribute and socially share content from our public website.

<u>Media Outlet</u>	<u>Count</u>	<u>City</u>	<u>Media Market</u>	<u>Audience*/ Circulation</u>	<u>Elements Downloaded</u>			
					<u>Bites</u>	<u>Image</u>	<u>Doc</u>	<u>Audio Pkg</u>
WBRT-AM	1	Bardstown, KY		2,645	1			
WKCT-AM	1	Bowling Green, K	Bowling Green KY	5,841	1			
WDNS-FM	1	Bowling Green, K	Bowling Green KY	5,841	1			
Lake News	1	Calvert City, KY		2,700			1	
WKYA-FM	1	Greenville, KY	Evansville IN	2,583				1
WOCS-FM	1	Lerose, KY		1,100	3		1	1
WUKY-FM	1	Lexington, KY	Cincinnati OH, Lexington-Fayett	4,200	1		1	1
WTFX-FM	1	Louisville, KY	Louisville KY, Terre Haute IN	15,256	1		1	1
Forward Kentucky	1	Louisville, KY		300		1	1	
WTTL-AM	1	Madisonville, KY	Evansville IN	2,850		1	1	
WYMV-FM	1	Madisonville, KY	Evansville IN	2,583		1	1	
WVLC-FM	1	Mannsville, KY		70	1		1	
WYMC-AM	1	Mayfield, KY		37,000				1
WMKY-FM	1	Morehead, KY		3,200	3		1	1
WMSK-AM	1	Morganfield, KY		700				1
WWKY-FM	1	Providence, KY		620		1	1	
WLCK-AM	1	Scottsville, KY	Bowling Green KY	25,885	1			
WVLE-FM	1	Scottsville, KY	Bowling Green KY	25,000	1			
WMSK-FM	1	Sturgis, KY		1,900				1
	1	Stitcher smartphone station PNS-KY						