Public News Service Media Usage Report

Water Activists in MI Urge Canada to Stop Supporting Line 5

9/2/2021 Detroit, MI – Water and environmental groups are urging Canada to back up Gov. Gretchen Whitmer's order for Canadian natural gas company Enbridge Energy to close the Line 5 dual pipelines, which have spilled more than a million gallons of oil in the Straits of Mackinac (MACK-in-aw) and surrounding area. Comments from Sean McBrearty, coordinator, Oil & Water Don't Mix coalition; and Jamie Simmons, engagement director, Michigan Climate Action Network.

Audience Reach/Media Outlets		**Type of Media that used Story**	
Unique number of media outlets that used the story:	30	Primarily radio:	26
Outlets that used two or more story elements:	20	Primarily print/online:	4
Unique visitors to PNS public version of the story:	433		
Min. estimated audience/circulation as available*:	973,397	No. of outlets distributed to:	838

*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.

Media Outlet	Count	City	Media Market	Audience*/ Circulation	Elements Downloaded Bites	Image	Doc	Audio Pkg
WSJM-FM	1	Benton Harbor, MI	South Bend IN	17,284	2	1	2	
KPFA-FM	1	Berkeley, CA	Monterey-Salinas-Santa Cruz CA	169,118			1	1
KPFB-FM	1	Berkeley, CA	Monterey-Salinas-Santa Cruz CA	169,118			1	
Project Censored	1	Berkeley, CA	San Francisco CA, San Jose CA	84,559			1	
WCKC-FM	1	Cadillac, MI	Traverse City-Petoskey MI	3,942			1	1
WCBY-AM	1	Cheboygan, MI	Grand Rapids MI, Muskegon MI,	21,206			1	1
WGFM-FM	1	Cheboygan, MI	Grand Rapids MI, Muskegon MI,	16,556			1	1
Detroit Metro Times	1	Detroit, MI		50,000			1	
WQHH-FM	1	DeWitt, MI	Lansing-East Lansing MI	14,600	2		1	
WXLA-AM	1	Dimondale, MI	Battle Creek MI, Kalamazoo MI,	1,650	2		1	
SME Community Radio	1	Elkhart, IN		120				1
WGFN-FM	1	Glen Arbor, MI	Traverse City-Petoskey MI	16,556			1	1
WJZJ-FM	1	Glen Arbor, MI	Traverse City-Petoskey MI	3,942			1	1
WHIT-FM	1	Hartford, MI	Kalamazoo MI	4,176	2	1	2	
WXHR-LP Hillman Commu	1	Hillman, MI		250,000				1
WIMI-FM	1	Ironwood, MI		2,750				1
WJMS-AM	1	Ironwood, MI		1,500				1
WILS-AM	1	Lansing, MI	Battle Creek MI, Lansing-East La	24,908	2		1	
KPFK-FM	1	Los Angeles, CA	Los Angeles CA, Oxnard-Ventur	31,691			1	
WLJZ-FM	1	Mackinaw City, MI	Grand Rapids MI, Muskegon MI,	21,236			1	1

Media Outlet	Count	City	Media Market	Audience*/ Circulation	Elements Downloaded Bites	Image	Doc	Audio Pkg
WAVC-FM	1	Mio, MI		403			1	1
Verdant Square Radio	1	New Providence, N					1	1
Portland Alliance	1	Portland, OR	Portland OR	22,000			1	
KBOO-FM	1	Portland, OR	Portland OR	14,800			1	1
WXPR-FM	1	Rhinelander, WI		2,200	1	1	2	1
WCSY-FM	1	South Haven, MI	Kalamazoo MI	4,176	2	1	2	
WIDG-AM	1	St. Ignace, MI	Battle Creek MI, Kalamazoo MI,	10,422			1	1
WMKC-FM	1	St. Ignace, MI	Battle Creek MI, Kalamazoo MI,	10,052			1	1
WSJM-AM	1	St. Joseph, MI	South Bend IN	4,432	2	1	2	

1 Stitcher smartphone station PNS-MI