

Water Quality & Health Council - Earned Media Coverage

Experts Clear the Water on the Colorful Myths Associated With Peeing in the Pool

Radio Station/Network Name	Listeners Per Week
ABC News Radio (National)	50,000,000
WTOP (Washington DC)	1,200,000
Star 94 / WSTR (Atlanta)	988,000
Mustang 107.1 / KOGM (Lafayette, LA)	74,000
KFI-AM (Los Angeles)	974,500
KABC-AM (Los Angeles)	216,800
WTMJ-AM (Milwaukee)	346,400
KFYI-AM (Phoenix)	289,100
KGO-AM (San Francisco)	342,100

AAPC 2016 Pollie Awards
 Entry Title: "Red Eyes Caused by Pee, Not Chlorine" Healthy Pools Campaign
 Entry ID #: AAcA2415136
 Category #: A24

Online Video Network Name	Total View Count
Buzzfeed (Facebook)	800,000
NowThis (Facebook)	450,000
Just Kidding News (YouTube)	326,400
D News (Discovery) (YouTube)	217,300
Think Tank (YouTube)	20,700
KGW News (Facebook)	18,600
KATU News (Facebook)	13,350
KTVL CBS 10 News (Medford) (Facebook)	8,850
WZTV Fox 17 News (Nashville) (Facebook)	7,350
WCHS & WVAH TV (Charleston) (Facebook)	7,000
CBS 5 AZ (Phoenix) (Facebook)	6,400
ABC News 10 (Sacramento) (YouTube)	5,350

Website Name	Visitors Per Month
news.yahoo.com	308,500,000
aol.com	259,500,000
aol.com	190,000,000
cnet.com	257,000,000
cnn.com	188,000,000
huffingtonpost.com	157,000,000
dailymail.co.uk	154,000,000
snopes.com	99,500,000
foxnews.com	98,500,000
indiatimes.com	78,500,000
washingtonpost.com	77,300,000
drudgereport.com	61,300,000
mashable.com	59,000,000
telegraph.co.uk	54,700,000
gizmodo.com	42,700,000
independent.co.uk	37,500,000
iflscience.com	34,400,000
eonline.com	33,500,000

abcnews.go.com	31,000,000
newyork.cbslocal.com	29,600,000
nydailynews.com	23,300,000
cbc.ca	23,200,000
cbsnews.com	20,600,000
livestrong.com	19,500,000
jezebel.com	15,600,000
today.com	15,100,000
cosmopolitan.com	14,600,000
today.com	13,800,000
usnews.com	13,700,000
mentalfloss.com	11,300,000
qz.com	11,200,000
livescience.com	10,400,000
bustle.com (1)	9,750,000
bustle.com (2)	9,750,000
bgr.com	8,950,000
ksl.com	8,800,000
menshealth.com	6,800,000
thestir.cafemom.com	6,350,000
womenshealthmag.com	5,400,000
sanfrancisco.cbslocal.com	5,250,000
goodhousekeeping.com	4,550,000
newsweek.com	4,400,000
sbs.com.au.com	4,400,000
rxlist.com	4,200,000
smithsonianmag.com	3,850,000
abc7.com	3,700,000
theaustralian.com.au	3,000,000
ozy.com	2,500,000
wgntv.com	2,500,000
deseretnews.com	2,250,000
wgntv.com	1,950,000
wonderfulengineering.com	1,900,000
hlnv.com	1,650,000
wtop.com	1,600,000
rantchic.com	1,350,000
palmbeachpost.com	1,200,000