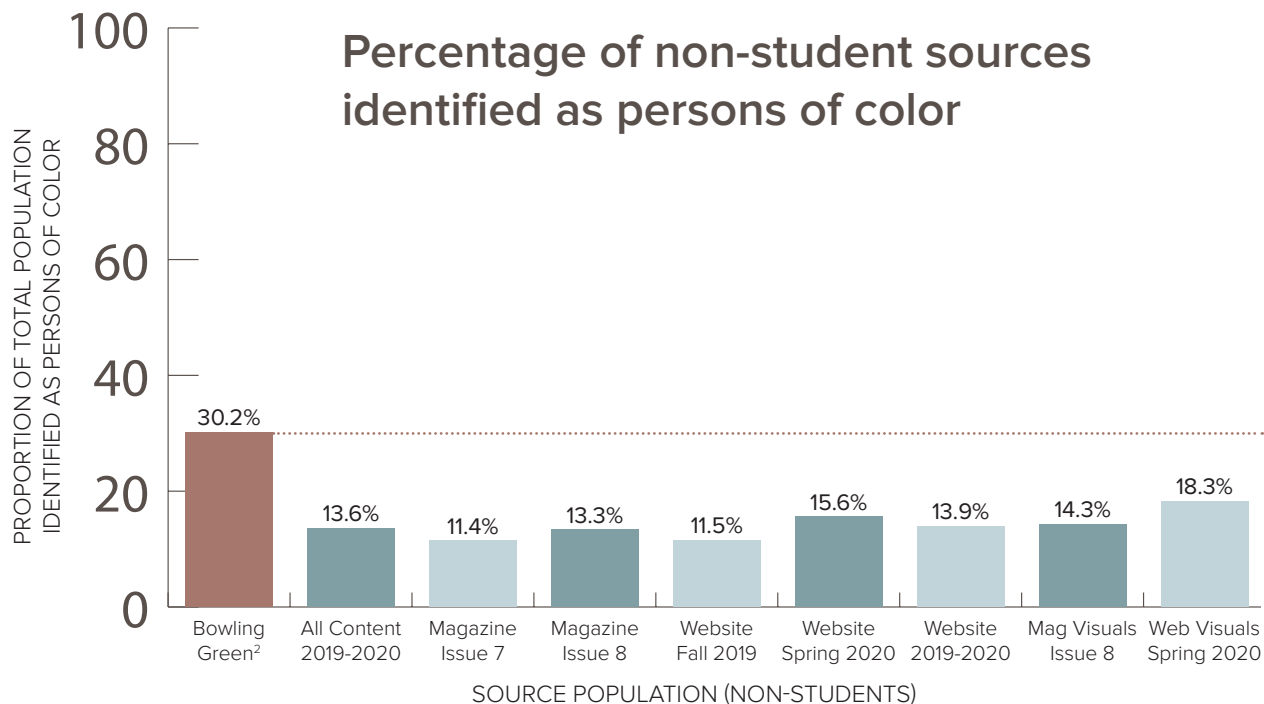
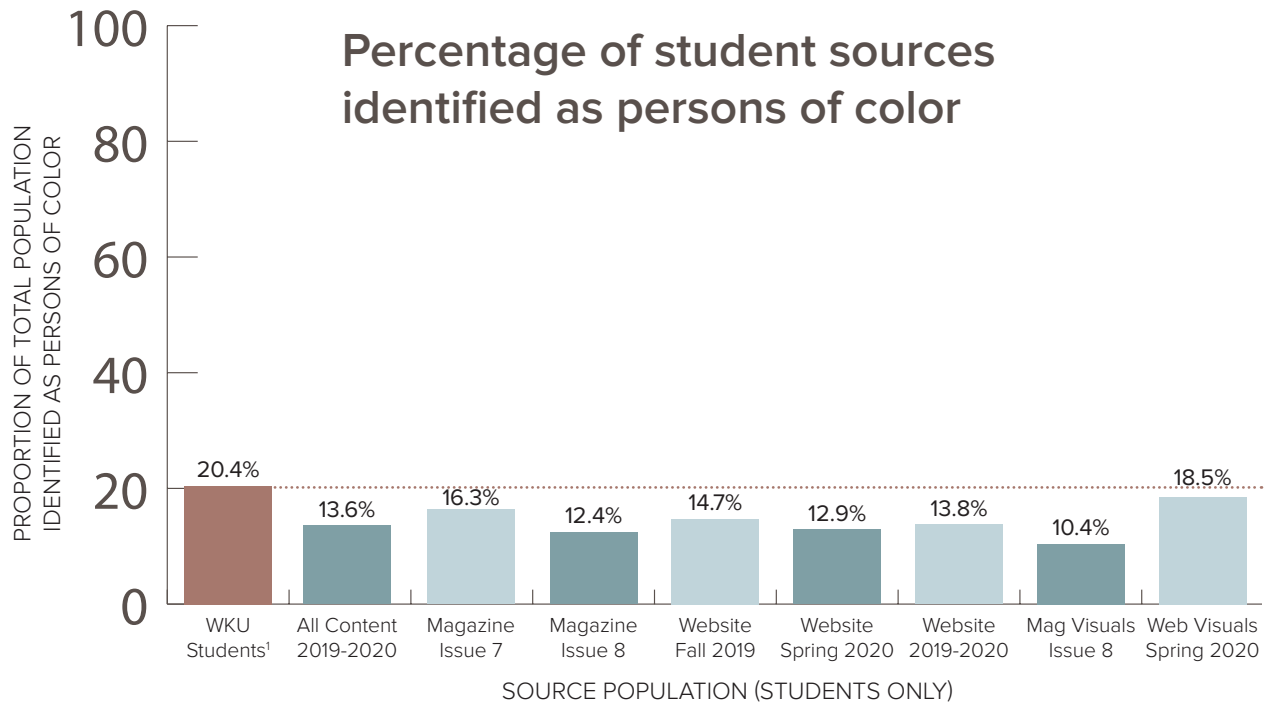


# TALISMAN

Source Demographics • 2019-2020

## RACE

For this study, a source is defined as any individual quoted in a story and/or shown in a photograph, illustration or video. The demographics of each source were determined by the context of the story. If not determinable through context, the demographics were assumed through making observations on the source's Facebook account. Neither method was able to confirm the race of 4.6% of sources. Overall 13.6% of sources were persons of color.

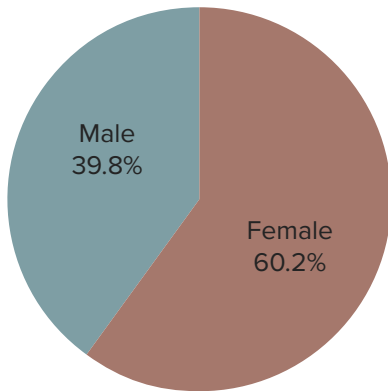


<sup>1</sup>Data for total WKU student population obtained from the 2019 WKU Fact Book represents fall 2018 enrolled students. <sup>2</sup>Data for total Bowling Green population based on July 1, 2019, population estimates published by the United States Census Bureau.

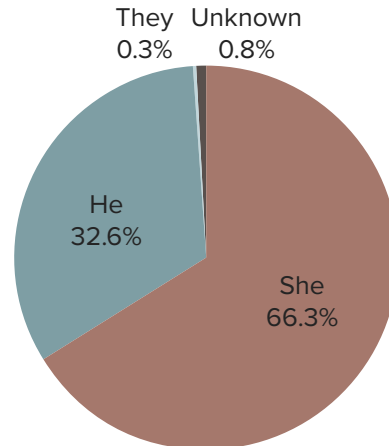
## GENDER

For this study, a source is defined as any individual quoted in a story and/or shown in a photograph, illustration or video. The demographics of each source were determined by the context of the story. If not determinable through context, the demographics were obtained through making observations on the source's Facebook account. Neither method was able to confirm the gender of 4% of sources. WKU students and Bowling Green residents were classified in the WKU Fact Book and by the U.S. Census Bureau as male or female, while Talisman sources were classified by their pronoun: he, she or they.

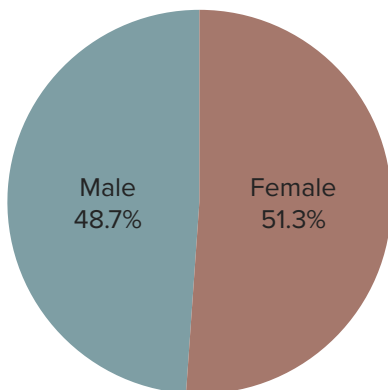
### WKU Students<sup>1</sup>



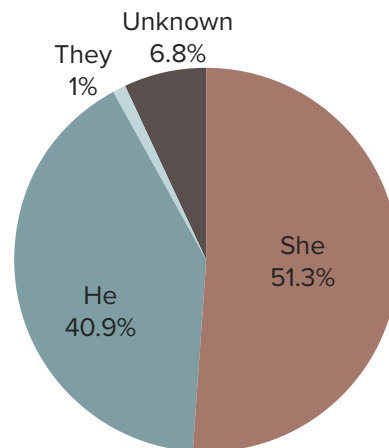
### Student Sources



### Bowling Green<sup>2</sup>



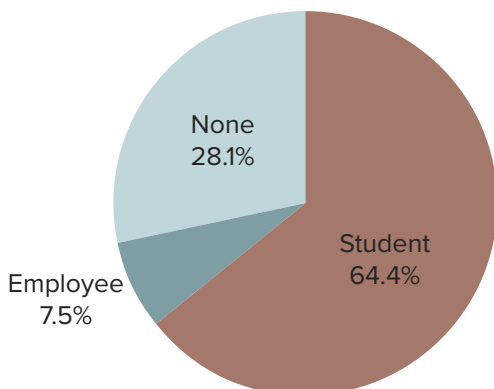
### Non-Student Sources



## WKU CLASSIFICATION

### Magazine Issues 7 & 8

(267 sources)



### Website 2019-2020

(533 sources)

