



A National
Transportation
Research
Nonprofit

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BROADCAST AND SOCIAL MEDIA EXAMPLES – JULY 2025

ADDRESSING AMERICA'S TRAFFIC SAFETY CRISIS: EXAMINING THE CAUSES OF INCREASING U.S. TRAFFIC FATALITIES AND IDENTIFYING SOLUTIONS TO IMPROVE TRAFFIC SAFETY

TRIP GENERATED NEWS MEDIA COVERAGE FOR THE JULY 2025 SAFETY REPORT INCLUDED 52 INDEPENDENT MEDIA OR NEWSLETTER MENTIONS ACROSS MULTIPLE PLATFORMS, NOT INCLUDING SOCIAL MEDIA POSTINGS FROM NEWS SOURCES, POLICYMAKERS, AND STAKEHOLDERS. THESE IMPRESSIONS REACHED 8,674,940 INDIVIDUALS WITH A MEDIA VALUE OF \$216,777.

JULY 23

LITTLE ROCK KATV (ABC 7)	LITTLE ROCK, ARKANSAS
LITTLE ROCK KTHV (CBS 11)	LITTLE ROCK, ARKANSAS
WTTG (FOX 5)	WASHINGTON, DC
WDKY-TV (FOX 56)	LEXINGTON, KENTUCKY
PORTLAND WCSH (NBC 6)	PORTLAND, MAINE
WATERVILLE WPFO (FOX 23)	PORTLAND, MAINE
ST LOUIS KTVI (FOX 2) YAHOO NEWS	SAINT LOUIS, MISSOURI
MANCHESTER WMUR (ABC 9)	MANCHESTER, NEW HAMPSHIRE
Albuquerque KRQE (CBS 13)	ALBUQUERQUE, NEW MEXICO
WILMINGTON WWAY (ABC/CBS/CW)	WILMINGTON, NORTH CAROLINA
WGME	PORTLAND, MAINE
WANT- ABC	MEMPHIS, TENNESSEE

JULY 24

WPTZ (NBC 5)	NEW HAMPSHIRE
MSN News (WPTZ NBC 5)	BURLINGTON, VERMONT
Charlotte WCNC (NBC)	CHARLOTTE, NORTH CAROLINA
Charlotte WFAE 90.7	CHARLOTTE, NORTH CAROLINA
KXNW 34	FAYETTEVILLE, ARKANSAS
KANZ 91.1 FM	GARDEN CITY, KANSAS
WTTG Fox	BETHESDA, MARYLAND
WPTZ NBC	NEW YORK
103.3 KWBU FM	WACO, TEXAS
5 NEWS ONLINE	FAYETTEVILLE, ARKANSAS

JULY 29

KTXS ABC	SWEETWATER, TEXAS
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JULY 30

WFAE-FM	CHARLOTTE, NORTH CAROLINA
KMVU Fox	MEDFORD, OREGON

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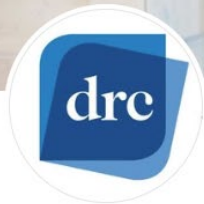
ATSSA 

@ATSSAHQ · Jul 23



[@TRIP_Inc](#) releases a report analyzing the nation's **'traffic safety crisis'** and identifying solutions to improve **traffic safety** and protect the lives of all motorists, pedestrians and roadway workers. [#SaferRoadsSaveLives](#) [#RoadwaySafety](#) bit.ly/TRIP0725





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July 24 at 10:37 AM · 🌐

A new report from TRIP, a national transportation research group, highlights a decrease of 8% in fatalities in Texas from 2021 to 2024, but an 18% increase from 2014.





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FOX 5 DC  @fox5dc · Jul 23



Traffic deaths are up nationwide, including in the DMV, according to a new study by TRIP—a non-profit organization that researches and evaluates transportation issues.



From fox5dc.com



1.4K





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KATV News @KATVNews · Jul 24

A new report shows that while the number of fatal crashes has decreased over the last three years, the overall trend over the past decade is still going in the wrong direction.

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Fatal car accidents in Arkansas increase by 30% in one decade

From katv.com

1

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Maine, USA newscentermaine.com Joined September 2008

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NEWS CENTER Maine @newscentermaine · Jul 23

Plus, fatal and serious crashes in the state last year cost roughly \$10.6 billion.



Traffic deaths in Maine up more than national rate, study says



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WGME CBS 13 News, Portland

July 29 at 12:30 PM

Maine's roads are becoming more dangerous with a report showing traffic fatalities are going up. The 10-year trend shows traffic deaths are on the rise with officials telling people to just slow down.

DETAILS: <https://bit.ly/3IGEAqD>



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Back seat buckling

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DRIVE SMART Virginia is a non-profit organization designed to raise awareness of traffic safety issues.

📄 Non-Governmental & Nonprofit Organization

📍 Richmond, VA

🌐 drivesmartva.org

📅 Joined April 2009



DRIVE SMART Virginia

@DRIVESMARTVA · Jul 23

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Virginia **traffic** fatalities have increased 29% in the last decade:

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DRIVE SMART VAU

@DriveSmartVAU · Jul 23

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Virginia **traffic** fatalities have increased 29% in the last decade:

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West Chester Township

@westchestertwp · Jul 22

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Throttle on, helmets off? That's an ER **trip**.



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July 23 at 7:51PM · 🌐

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Please raise your concerns to your local officials, they have the power to change this.

According to a report released by TRIP, even though fatal crashes have gone down in Missouri by 5% from 2021-2024, Missouri traffic fatalities are up 26% from 2014 to 2024. This increase resulted in \$36.8 billion in economic and quality-of-life costs in 2024 alone.

Despite the decrease in recent years, the report indicates that U.S. traffic fatalities have risen by 20% from 2014 to 2024. The report also shows alarming increases in deaths among pedestrians, bicyclists, and motorcyclists.

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<https://fox2now.com/.../missouri-traffic-deaths-up-26.../>

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Nevada Traffic Fatalities Up 45% In Last Decade



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[OFFTHEPRESS.COM](https://offthepress.com)

Nevada Traffic Fatalities Up 45% In Last Decade

Nevada was the sixth most dangerous state to drive in 2024, with annual fatalities growing 45...



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WWAY TV



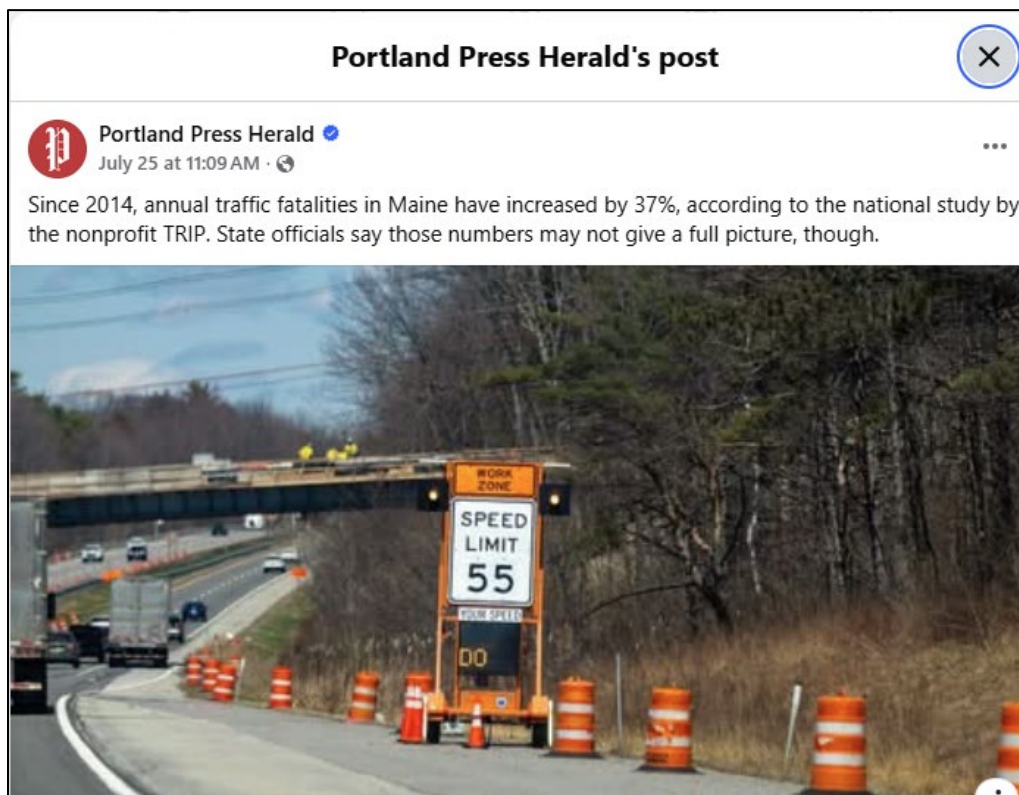
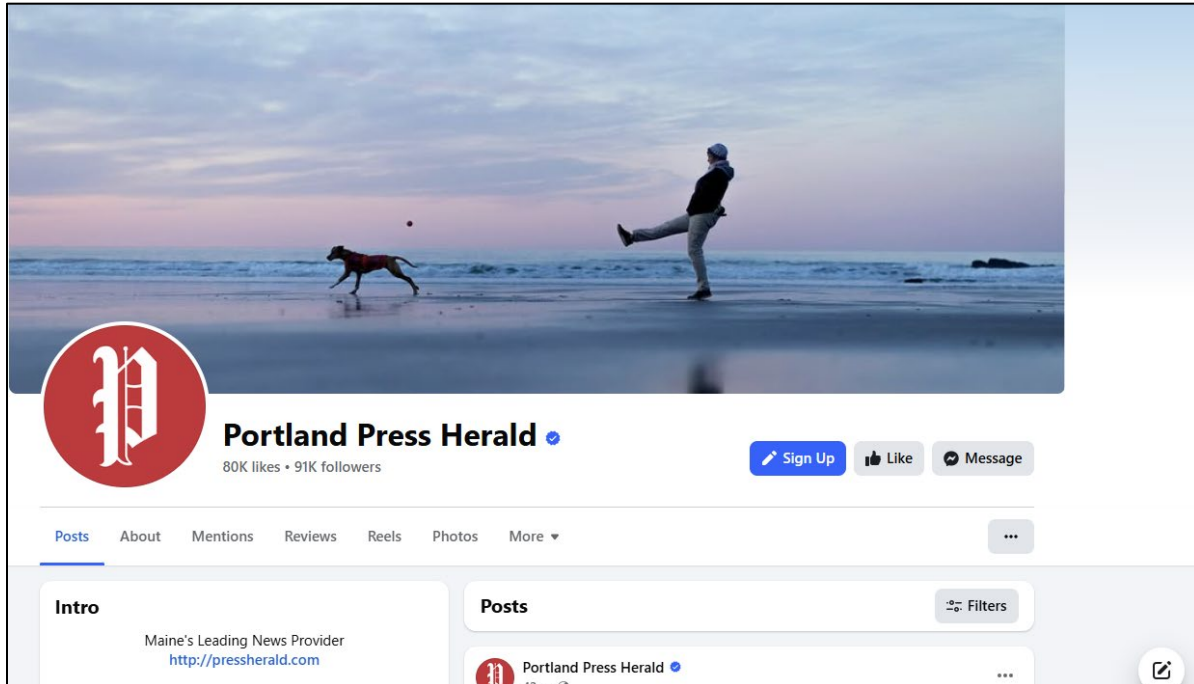
WWAY TV

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July 23 at 2:30 PM

In 2024 alone, fatal and serious crashes in North Carolina led to an estimated \$72 billion in economic and quality-of-life costs, according to TRIP. What do you think can be done to help cut down on accidents?





**Earned Media Value is the public relations industry standard used by TRIP's independent monitoring service to gauge the impact of news coverage by estimating the value of the news stories generated. It estimates the price for a specific amount of exposure in a particular media outlet, considering the medium, media market, audience, length/tone of the coverage, and time of day.*