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Broadcast and Social Media Examples – August 2025

[Keeping Michigan Mobile: Providing a Modern, Sustainable Transportation System in the Great Lakes State](#)

TRIP GENERATED NEWS MEDIA COVERAGE FOR THE AUGUST 2025 SAFETY REPORT INCLUDED 11 INDEPENDENT MEDIA OR NEWSLETTER MENTIONS ACROSS MULTIPLE PLATFORMS, NOT INCLUDING SOCIAL MEDIA POSTINGS FROM NEWS SOURCES, POLICYMAKERS, AND STAKEHOLDERS. THESE IMPRESSIONS REACHED 7,263,932 INDIVIDUALS WITH A MEDIA VALUE OF \$181,598.

AUGUST 28

DETROIT WJBK (Fox 2)
Howell WHMI 93.5FM
WWTV AND WWUP
WMYT (CBS 3)
WILX-TV
WNEM-TV (CBS 5)

DETROIT, MI
LIVINGSTON COUNTY, MI
CADILLAC/TRAVERSE CITY, MI
KALAMAZOO, MI
LANSING, MI
SAGINAW, MI







**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.*