

1101 Connecticut Ave., NW, #450 • Washington, DC 20036 • 202.466.6706 • <a href="mailing-eng-left">tripnet.org</a> • @TRIP\_Inc Mailing Address: 5614 Connecticut Ave., NW, #163 • Washington, DC 20015

## **Broadcast and Social Media Examples – October 2025**

<u>Keeping California Mobile: Providing a Modern, Sustainable Transportation System in the</u>
Golden State

TRIP GENERATED NEWS MEDIA COVERAGE FOR THE SEPTEMBER 2025 CALIFORNIA REPORT INCLUDED 19 INDEPENDENT MEDIA OR NEWSLETTER MENTIONS ACROSS MULTIPLE PLATFORMS, INCLUDING 3 MAGAZINE FEATURE ARTICLE PLACEMENTS, NOT INCLUDING SOCIAL MEDIA POSTINGS FROM NEWS SOURCES, POLICYMAKERS, AND STAKEHOLDERS. THESE IMPRESSIONS REACHED 6,864,705.00 INDIVIDUALS WITH A MEDIA VALUE OF \$111,235.63.

SEPTEMBER 25

740AM KCBS SAN FRANCISCO, CA
CBS NEWS SACRAMENTO SACRAMENTO, CA
KTXL SACRAMENTO SACRAMENTO, CA

MSN/CBS SACRAMENTO, CA

SEPTEMBER 26

INLAND EMPIRE NEWS RADIO SACRAMENTO, CA

SEPTEMBER 30

740AM KCBS SAN FRANCISCO, CA

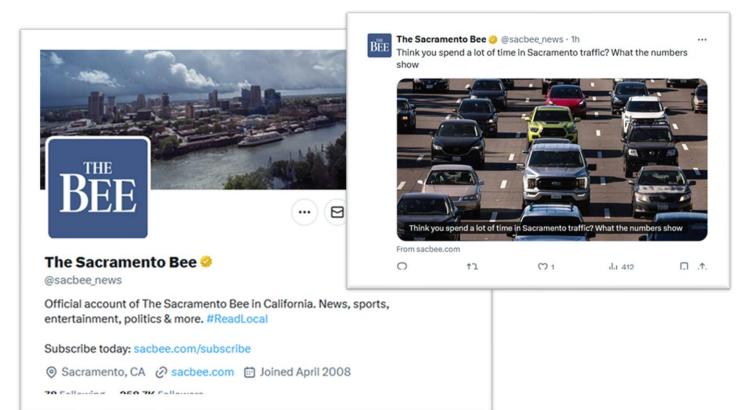
OCTOBER 1

740AM KCBS SAN FRANCISCO, CA

OCTOBER 2

CAP RADIO SACRAMENTO, CA

YAHOO NEWS! SACRAMENTO, CA



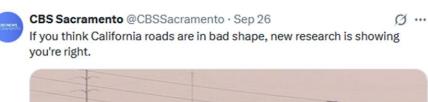


## **CBS Sacramento**

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Official X account of CBS13 in Sacramento. Follo California news and discussion.

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The TRIP Report reminds us that transportation is not just about roads and bridges. It's about

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\*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.