

Broadcast and Social Media Examples – October 2025

Keeping California Mobile: Providing a Modern, Sustainable Transportation System in the 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
CBS NEWS SACRAMENTO
KTXL SACRAMENTO
MSN/CBS

SAN FRANCISCO, CA
SACRAMENTO, CA
SACRAMENTO, CA
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



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The Sacramento Bee 🐝 @sacbee_news · 1h

Think you spend a lot of time in Sacramento traffic? What the numbers show



From sacbee.com



1



1

412



CBS NEWS SACRAMENTO

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CBS Sacramento

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

📍 Sacramento, CA [CBSSacramento.com](https://www.cbssacramento.com)

1,219 Following 152.7K Followers



CBS Sacramento @CBSSacramento · Sep 26

If you think California roads are in bad shape, new research is showing you're right.



Nearly half of Sacramento roads in poor shape, 55 bridges deemed deficient, r...

From cbsnews.com



2

769



Associated General Contractors of California



Associated General Contractors of California
September 25 at 2:52 PM · 🌐

Our roads, highways, and bridges are the lifelines that connect Californians to work, school, healthcare, and each other. But the latest [TRIP Report](#) shows California's transportation system is struggling to keep up:

• 50% of major roads are in poor or mediocre condition.

• Congestion costs drivers \$55 billion every year.

• Poor road conditions cost families and businesses thousands in repairs and lost time.

A safer, stronger California means investing in the infrastructure we all rely on. We appreciate the continued efforts of [Senator Dave Cortese](#) and [Assemblywoman Lori D. Wilson](#) to make our roads and bridges safer.

Together, we can build a transportation system that supports our economy, protects families, and keeps our communities moving forward.

Learn more: <https://tripnet.org/.../keeping-california-mobile.../> 📄

BUILDING A SAFER CALIFORNIA

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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.*