



A National
Transportation
Research
Nonprofit

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BROADCAST AND SOCIAL MEDIA EXAMPLES

KEEPING RURAL FLORIDA CONNECTED

F E B R U A R Y 2 0 2 6

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TRIP generated news media coverage for the [February 2026 report](#) included 14 independent media outlets, equaling 17 broadcasts and publications from these outlets across multiple platforms. This does not include social media postings from news sources, policymakers, and stakeholders. These impressions reached 1,088,408 individuals with a media value of \$26,789, representing over 11 cities and regions across the southeast.

Media Source	Location
<u>February 4</u>	
WJHG NBC/CBS	Panama City
<u>February 6</u>	
WCJB ABC 20	Gainesville
WFNA CW	Gulf Shores
Spot on Florida Blog	Online
WKRG CBS 5	Pensacola
WMBB ABC 13/CW	Panama City
<u>February 7</u>	
WSMV NBC 4	Nashville
WRDW CBS 12	Augusta
WWBT News 12 NBC	Richmond
<u>February 8</u>	
WWSB ABC	Sarasota
WCTV CBS News	Tallahassee
WCTV Good Morning Show Weekend Edition	Tallahassee
<u>February 9</u>	
WFLA NBC Newschannel 8 (11pm)	Tampa
WFLA NBC Newschannel 8 (7am)	Tampa
Florida Trend Business Magazine	Statewide
MSN/WCTV	Tallahassee

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WMBB News 13 · FOLLOW
 February 6 at 2:00 PM · 🌐

During a news conference on Friday, speakers discussed the findings of a new report on how Florida's rural roadways have increased congestion, fatality rates and freight movements.

The National Transportation Research Nonprofit's (TRIP) new report, "Keeping Rural Florida Connected," analyzes the safety, condition and performance of Florida's rural roads.

Full story: <https://www.mypanhandle.com/.../report-congestion.../> ✓



MYPANHANDLE.COM

Report: Congestion, fatalities, freight movements rise on Florida's rural roads

NEWS 13 abc

👍👍 22 16 comments 15 shares

Taylor County Florida News · Follow
 15h · 🌐

Florida's rural roads face 73% traffic surge despite fatality rates, report shows



WCTV
EYEWITNESS NEWS
TRUSTED. LOCAL.

WCTV Eyewitness News @WCTV · Feb 7

Traffic on **Florida's rural roads** is expected to increase by 73% by 2025, according to a new study by a national transportation research nonprofit (TRIP).



Florida's rural roads face 73% traffic surge despite fatality rates, report shows

From wctv.tv

WKRG @WKRG · Feb 6

During a news conference on Friday, speakers discussed the findings of a new report on how **Florida's rural** roadways have increased congestion, fatality rates and freight movements. wkrg.com/state-regional...



REPORT: CONGESTION, FATALITIES, FREIGHT MOVEMENTS RISE ON FLORIDA'S RURAL ROADS

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The findings of a new report concluded that Florida's rural roadways have increased congestion, fatality rates and freight movements. https://www.wfla.com/.../report-congestion-fatalities...



wfla.com

FLORIDA NEWS

REPORT: CONGESTION, FATALITIES, FREIGHT MOVEMENTS RISE ON FLORIDA'S RURAL ROADS

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