



A National  
Transportation  
Research  
Nonprofit

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# BROADCAST AND SOCIAL MEDIA EXAMPLES

**GETTING HOME SAFELY: EXAMINING TRAFFIC  
SAFETY IN OKLAHOMA AND FURTHER STEPS  
NEEDED TO IMPROVE TRAFFIC SAFETY IN THE  
SOONER STATE**

**A P R I L 2 0 2 6**

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TRIP generated news media coverage for the [April 2026 report](#) included 8 independent media outlets, equaling 20 broadcasts from these outlets across multiple platforms. This does not include social media postings from news sources, policymakers, and stakeholders. These impressions reached 25,555,547 individuals with a media value of \$641,232 representing multiple regions across the state.

**Media Source**

**Location**

**April 2**

NewsChannel 4 KFOR-TV (Multiple Broadcasts)  
 Spotonoklahoma.com  
 Fox 25 KOKH  
 Yahoo News  
 KTUL ABC 8  
 National Today (Online)

Oklahoma City  
 Statewide  
 Oklahoma City  
 National  
 Tulsa  
 Statewide

**April 3**

Freedom 43 KAUT-TV (Multiple Broadcasts)  
 NewsChannel 4 KFOR-TV (Multiple Broadcasts)

Oklahoma City  
 Oklahoma City

**April 8**

NewsChannel 4 (KFOR-TV)

Oklahoma City





**KOKH FOX 25**

@OKCFOX

We're the Sinclair-owned FOX affiliate covering news, weather, and sports Oklahoma City and surrounding areas.

Oklahoma City, OK [linktr.ee/okcfox](https://linktr.ee/okcfox) Joined April 2009 >

774 Following 52.2K Followers



**KOKH FOX 25** @OKCFOX · Apr 2

A new report is taking a closer look at traffic fatalities across **Oklahoma**.



Report: Oklahoma's traffic deaths surpass national average

From okcfox.com



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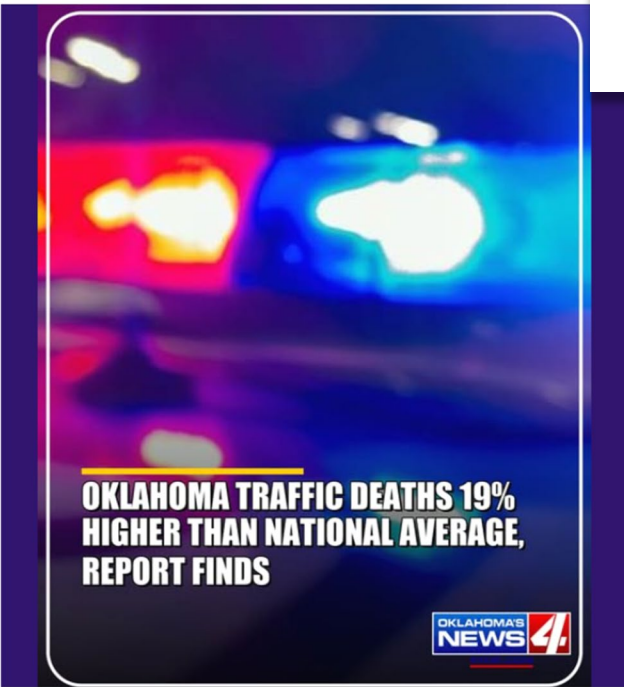


**KFOR-TV**

April 2 at 6:38 PM · 🌐

A new study, from a national transportation research non-profit based out of Washington DC, shows Oklahoma's fatality rate on the roads is 19% higher than the national average.

Link to the full story is in the comments below.



**KFOR-TV**

579K followers • 181 following

KFOR Oklahoma's News 4 is Looking Out 4 You! Local, regional, and national news and weather

News & media website



**NewsChannel 8 - Tulsa**

April 2 at 9:00 PM · 🌐

According to the report, 4,127 people were killed in traffic crashes in Oklahoma from 2020 to 2025.



ktul.com

Report: Oklahoma's traffic deaths surpass national average



**NewsChannel 8 - Tulsa**

458K followers • 232 following

Do you have a story idea for NewsChannel 8? Email us at [news@ktul.com](mailto:news@ktul.com)!

TV channel